

## Networked repro adds speed

Digital artwork, and digital reproduction and origination facilities are now being offered with the installation of Barco workstations at all the Litho Step group, including isdn links, making it a fully integrated networked repro house.

"This has enabled us to increase the speed of amendments, ensure added security of documents and link up easier with our customers," Dale Bonser, joint md at Litho Step (origination) Ltd (32-38 Station Road, Heaton Mersey, Stockport, Cheshire SK4 3QT - tel: 061-432 2225, fax: 061-432 4581) tells PN.



Litho Step offers digital artwork, repro and origination facilities

"We don't get a payback as such just a better client base, new clients and we cut lead-times. However, within three months of installing this system we expect throughput to increase by 30 per cent and after 12 months we would expect it to increase by 50 per cent," explains Mr Bonser.

Investment totalling £650,000 in Barco BG-940 and BG-2400 workstations and additional kit at Stockport, follows earlier investment in Barco workstations at the Bristol

office and at subsidiary Packaging Interface (PI), the dar snidlo, (see PN March 1994). If work increases as scheduled then Litho Step is looking to acquire another Barco BG-2400 workstation later this year.

Investment has been made now because whereas all artwork was previously done conventionally on the bench there has been an increase in the use of dar with the partnership with Packaging Interface.

According to Litho Step, digital Barco (50 Sutton Park

Avenue, Reading, Berks RG6 1AZ - tel: 0734 664611, fax: 267716) system is 60 per cent faster than conventional work for certain applications and 100 per cent more accurate and there is a marked improvement in colour.

Although there are still limitations with upgrades and alterations, the high-end reproduction facilities can now cope more effectively with the digital artwork produced by Packaging Interface.

"We wanted to spread the

work out along the group," says Mr Bonser. "We can use the Barco system with existing Crosfield equipment. It can drive the inkjet printer so that someone at PI can drive the printer in Stockport or remote drive on-site thermal printers such as at our client Birds Eye Walls for which we operate a full print management service."

Birds Eye Walls decided to start using dar for its packaging design, and over the last three to four months has increased its dar undertakings to 50 per cent of all artwork.

One drawback of isdn links is that they need to be supported by Macs with suitable software. Alterations are usually done at Packaging Interface where the size of the file can be compressed and sent back to the Stockport or Bristol Litho Step offices.

### LITHO STEP LTD:

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near Wood Close, Chesterfield Trading Estate, Chesterfield, Derbyshire S41 9RQ - tel: 0246 452054, fax: 451379. From the same panel a single operator can control the filter from the ground floor, the robot, conveyor and sack opener, says Belgian agent Marc Dubbelman.

Speed on depalletisation is not variable in the Belgian installation, but a photoelectric cell indicates when the linking accumulator conveyor is full, and the robot goes into standby mode.

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compact design was another important consideration for the customer.

A Robo-Lift from Palamatic is used to unload 25kg sacks from four-sack layers on pallets 12 layers high at Du Pont. The XY axis system is modular, so that users can choose from standard sub-assemblies from the parts list to suit their particular needs. Pneumatic and vacuum picking heads are available including sack grippers, box grippers and clamps, says the company.

Du Pont opted for plc control, but pc control can also be selected, says Palamatic (Cob-

matic's system involves cutting through three sides of the sack with a band knife and inverting the pack for complete emptying. The waste compactor is part of the standard design.

### "Discharge efficiency"

Sack sizes between 300 x 300 x 50mm and 600 x 1200 x 250mm can be accommodated by the machine. The manufacturer puts the discharge efficiency rate at over 99 per cent, and Du Pont confirms this figure. The machine's

### SACK LINE SAFETY

Continued from front page

were losing between five and 10 per cent of product," says Mr d'Hondt. A more serious malfunction could mean that the entire contents of sacks were dumped in the waste compactor.

These two pieces of equipment were supplied along with the connecting conveyor and control system through Palamatic's Belgian agent.

Depending on the type of sack, between three and five minutes can be opened and emptied in the MiniSift. Pala-

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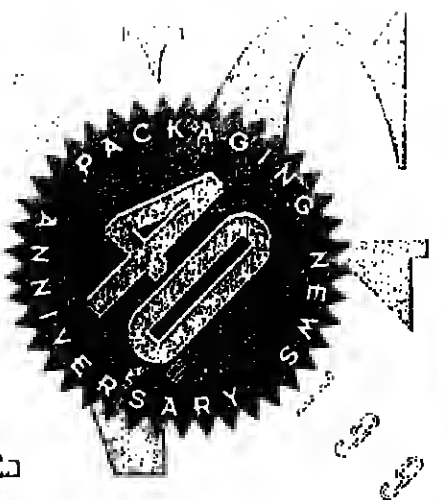


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PACKAGING NEWS/MAY 1994

# PACKAGING NEWS



JUNE 1994

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## Microflute extends carton alternatives

The battle for the as yet undeveloped UK microflute market - still dominated by heavier cartonboards - has stepped up with the launch of a 0.75mm fine flute from Corrugated Products.

While in continental Europe and North America microflute board has made great inroads into markets traditionally dominated by cartonboard, UK companies have so far been largely unwilling to invest in the material. With the much better developed collection and recycling infrastructure in other European countries, the supply of raw material for corrugated has been more plentiful.

Corrugated Products - part of David S Smith Packaging - says that following recent rises in the price of kraft board the attractions of its "Cartonflute", with better stiffness and protection of product, can only increase. But according to cartonboard producers, the overlap in markets is not that great since the vast majority of products packed in anything below



Litho-laminated corrugated Cartonflute from Corrugated Products

0.65mm board are unlikely to upgrade to a microflute.

The converter already reports widespread customer

interest in the product as an alternative to cartonboard. "It will create a totally new and

Continued on back page

## Happy Birthday Packaging News

Packaging News is forty years old this month and celebrates its anniversary as it has every month since launch, by bringing the latest developments and issues to its readers.

From our January issue, we have been dedicating one page each month to the products developed in a two year cycle. This month sees us looking back at 1962 and 1963. We also celebrate the passing of time in a special interview with Robert Opie and his plans for The Museum of Advertising and Packaging. He believes its development could benefit the whole packaging chain (see page 31).

This month sees the Industry Council for Packaging and the Environment (Incpen) celebrating its 20th Birthday, the achievements of which are outlined on pages 14-19. This special report includes the first news of recent consumer research into attitudes to packaging and how views of envi-

ronmental groups and the general public have changed over the years. As well as these celebratory specials, this issue reports on the news of today, much of which is exclusive.

We have a three page report on the Institute of Packaging's Easy Open seminar, a two page round up of the latest environmental moves within European Union member states, a three page report from Macropak, the Dnteh packaging show and the latest news of

Einballage, the French show taking place in the Paris Fairgrounds at the end of this year.

Paper and board is the subject of our main feature which starts on page 38 and, with our regular sections of Meet the Association, People and Company News, we feel proud to have put together an issue that lives up to our remit:

**Packaging News** - The complete news service for buyers of packaging equipment, materials and services.

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First solvent free tape designed specifically for food.

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Meet Mr Packaging who for 10 years has run the Museum of Advertising & Packaging.

Meet the Association 33  
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Incpen's 20 years 14-19  
Incpen provides the latest research on consumer attitudes to packaging and political and legislative landmarks in environmental affairs.

Macropak report 24-26

Easy open report 34-36  
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News and views on corrugated, specialty papers, virgin and recycled and strategies for sprucing up Pro Carton's image.

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## Line brings convenience to soft drinks multipackaging

The first UK installation of Dimac's Starfilm HS/D twin lane shrinkwrapper is to be followed by a carry handle applicator to complement the machine.

Meri Mate Soft Drinks in Dundee has just taken the first twin lane version of the HS/D and plans to install a Twin Pack handle applicator in September. This

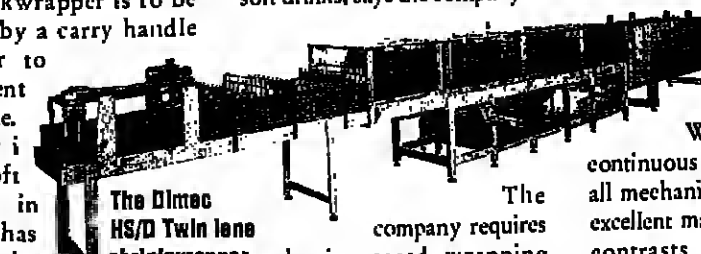
will enable it to produce a type of carry pack unique in UK soft drinks, says the company.

The company requires the increased wrapping capacity to match the output of its filling line for carbonated soft drinks and water. Product is packed in 1.5, 2 and 3 litre

bottles. Collations will be from two to eight bottles, and the line should run at 140 packs a minute once the handle applicator is in place.

While describing the continuous motion twin lane all mechanical version as "an excellent machine", Dr Okhai contrasts the problems encountered with the film feed on Meri Mate's previous single lane machines.

Continued on back page



The Dimac HS/D Twin lane shrinkwrapper

The company requires

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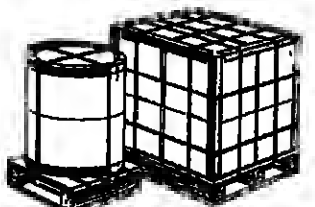
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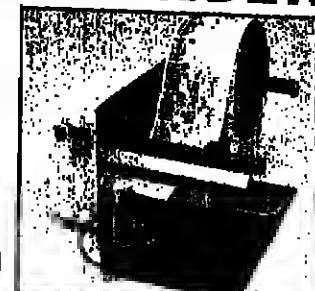
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“People find it extremely easy to have completely contradictory views of packaging, all at the same time. So says Inpen's consumer research, released to *Packaging News* this month (see pg 18).

Overall, the consumer believes that there is too much packaging and 68 per cent feel that 'packaging is a major environmental problem.' This response is generally evoked due to the volume of rubbish generated and the difficulty of disposing of this rubbish.

Interestingly, on initial consideration the people interviewed were neutral about packaging, but when provoked they only thought of the negative aspects. However it became clear that these negative views could be counter-balanced when challenged with the positive aspects such as convenience, hygiene and safety.

So once again we have a piece of research which tells the packaging chain that they must communicate better with the public. Indeed, many in industry talk about this as a necessary goal. But when?

Plans such as these are often talked about for 'next year' or 'later on' with little, or no resulting action. Some do try (see pg 39), but in isolation one wonders how effective this will be. Surely a group approach with some strong funding would be far more successful?

The 'industry' and I would include the whole packaging chain in this (as the consumer probably believes that Cadbury's make the boxes as well as the chocolates), can surely see the benefits of upping the image of packaging from just waste-in-the-making?

After all, the consumer is better informed, some would argue misinformed, about packaging than was elicited from Inpen's Gallup poll in 1975 (see pg 14). This found that 81 per cent of people agreed that packaging was wasteful and unnecessary. When asked for examples, 30 per cent could not think of any, today they can, and do.

How to influence the public is of course difficult, but did you know there has been a Museum of Advertising and Packaging for the last ten years? Indeed there has been, and one which could not only have helped in the process of public education, but one with a figurehead that is well-known to the national media (see pg 31).

The national media has always proved elusive to the industry so it seems odd that it has not capitalised on museum creator, Robert Opie's impeccable contacts in this area. He could have perhaps got packaging on the tv, in the papers and on the radio for the 'positive' reasons Inpen's research shows must be got across, rather than 'negative ones' that come naturally to the consumer. Backing for Robert Opie could be a first step to making the positive aspects of convenience, hygiene and safety come naturally to the consumer.

Gail Lea, Editor

## Strategic topics for workshops

A Conference and Workshop programme designed to address topics at a strategic level will accompany *Packaging Focus 94*, the forum which will see 300 of the UK's senior packaging buyers on board the P&O ship, *Sea Princess* from 22-25 September.

Five keynote presentations, will include strategy for the 90s, an insight into trends, packaging for the consumer and who pays for the environment. A paper on the progress of customer partnerships will be given by Terry Bloomfield of Lawson Mardon Group.

Running alongside will be a series of Workshops. Subjects to be tackled include innovation and technical development for food, drink and pharmaceuticals as well as the environmental costs and competitive advantages of the various packaging materials. Packaging price trends across the sectors will also be covered.

Further information on the conference and Workshop programme is available from Isabel Hutchings at organisers, Richmond Events (London House, 243-253 Lower Mortlake Road, Richmond, Surrey TW9 2LS - tel: 081-332 2422, fax: 081-332 0939).

For further information call 0839 772268

## EU waste directive is close

On June 8, the Council of Ministers will meet to discuss its position on the European Union's (EU) Packaging Directive. Government sources hint to *PN* that they may formally adopt the Directive (see *PN* May 1994).

It is thought the Ministers will accept unchallenged the 19 amendments passed by the European Parliament in May. Earlier fears over increased recycling targets have subsided since MEPs failed to vote in the relevant amendments.

However, if the Council decides to reject just one amendment it will trigger the

co-decision procedure (see *PN* April 1994). The European Commission tells *PN* it is proposing that the Council of Ministers adopt the amendments rather than face the less palatable conciliation process with MEPs. This would delay the Directive's implementation by at least six months.

The apparent readiness to adopt the Directive is tempered by the knowledge that much of it is unworkable. But such is the desperation to thwart MEPs attempts to reintroduce targets that the Directive looks set to be made law, if opposition from certain member

states to amendment 31 can be overcome.

Adoption may hinge on the UK Treasury department's concern over the ambiguous reference to 'economic instruments' in amendment 31. Spain and Belgium are also stalling on this point. They fear this may allow the EU to introduce environmental taxes.

"Rapid adoption would enable Member States to harmonise elements of their national packaging waste management strategies as early in their formulation as possible," says British Plastics Federation issues director Philip Law.

This wraparound plastic label from Parkside Flexible Packaging has created striking on-shelf impact for the 464 brand from Hazeley Down Mineral Water Company.

A Mobil Clear CLL 40 opp film was chosen for the transparent label to enhance the gloss and clarity of the strong 'number' branding, says Parkside (17 Parkside Lane, Leeds LS11 5TF - tel: 0532

713963, fax: 703540). The mineral water is available in 50cl and 1.5 litre sized bottles, designed to appeal to the younger adult market. "Parkside has also produced a label which performs exceptionally well on our Kones machines," says Chris Featherstone, operations manager at Hazeley Down Mineral Water Co.

For further information call 0839 772268

## Striking on-shelf impact



The 464 brand is designed to appeal to the younger adult market

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Marketing advantages gained from the vacuum packing of rice, maize flour and even cornflakes in Italy could be applied in the UK, say machinery manufacturers, with hygiene and freshness as perceived benefits.

With on-costs justified by health and product integrity considerations, Molino Nicoli is now vacuum packing its maize flour rather than cartoning it as before. In warmer climates especially, insect eggs can hatch out on maize flour unless it is isolated from oxygen and the fat content may become rancid.

But Nicoli is also producing gas flushed packs of cornflakes, as a way of competing with the better established brands. While there are no implications here for product

## Vacuum packer adds value to dry products



This vacuum packing line offers benefits for part-cooked foods

integrity, the manufacturer is placing emphasis on freshness.

On the Calini LCV-30M machine used by Nicoli, a simple part change will allow a switch from 500g to 1kg packs, producing squared brick-shaped bags in both sizes. Gas-flushed packs of cornflakes are produced in 375g sizes. The 30M runs at 30 packs a minute.

Other products which could benefit from being

packed this way, says Calini, include different grain and cereal products.

At least one major brand of rice in Italy is exploiting vacuum packing as an added value feature in its advertising. By using a thicker gauge of film, says Ind Luciana Calini, a smooth pack can be produced even with a granular product.

While markets in southern Europe may demand more

health safeguards, there are few problems in the UK with dried rice simply packed in plastics, and little advantage to be gained in terms of shelf life, say supermarket buyers. But there could be advantages for part-cooked products where there may be a danger of salmonella - a potential problem with part-cooked rice. To date the market in the UK for these products has been limited.

According to Colin Horwood of Calini's agent Skerman Promac (162 Windmill Road West, Sunbury on Thames, Midx. TW16 7HB - tel: 0932 789646, fax: 761830), the market for vacuum packing in the UK is still relatively small, and remains focused on products such as ground coffee and processed nuts.

For further information call 0839 772268

## Product dispensed with absolute ease

In the first UK food application of Mailway Packaging's easy dispense system 'DispenseSRpak', Pritchitt Foods has come up with what it describes as "the most exciting innovation in the portion pot market for a decade".

'Over & Out' products from Pritchitt were launched earlier this year, and says marketing director Paul Freeston: "It is an excellent addition to our range of high quality portion control products."

Supplier Mailway Packaging Group installed its Dispen-

SRpak Superstarter ffs machine over two years ago (see *PN* March 92). Packs produced on the system allow easy dispensing of all the product, with just one hand if necessary.

Pritchitt is packing six products on Mailway's machine, each with a shelf life of five months. Mailway upgraded its clean room conditions for Pritchitt's products as part of wider improvements (see page 10).

The dispenser, which comprises a vacuum formed twin cavity base, a heat sealed lid

'Over & Out' dispense system: now adopted in the UK by Pritchitt Foods



and pressure formed nozzle, has a patented opening which can be adapted for different product viscosities, says Mailway (12-16 Piteliffe Way, Upper Castle Street, West Bowling, Bradford BD5 7SG,

W. Yorks - tel: 0274 720019, fax: 370132).

Pack dimensions are 57mm x 38mm and lids can be printed in up to six colours.

For further information call 0839 772268

## Turn waste into profit at seminar

Overcome the hurdles of meeting new recovery targets by listening to key players in the packaging chain at a one day conference organised by BICS International in association with *Packaging News* on June 21 at the Royal Westminster Hotel, London.

With the announcement of the PRG levy expected on June 15, this conference is an opportunity to get your questions answered by representatives of the Department of Environment and Trade and Industry.

Other speakers include, Michael Armstrong chairman of Inpen and a representative of the PRG. Representing the converters is Terra Pak UK, and for the retail sector, Safeway Stores plc will be discussing retail waste and source reduction as a business benefit.

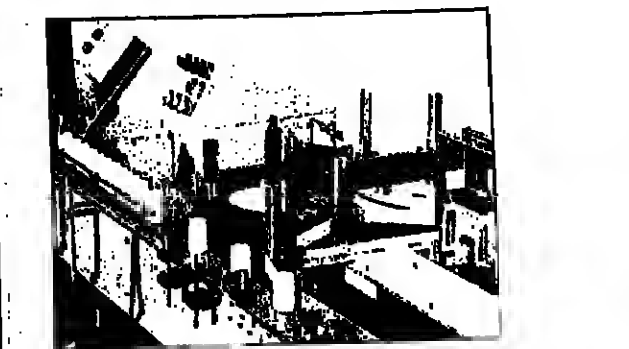
In addition, McDonald's Restaurants, Linpac Plastics International Ltd, the Body Shop International plc, Continental Can Europe and Erra are amongst the host of others who will be speaking.

Morning and afternoon discussion forums will also be held. For more information contact: Gina Booth, BICS International, 1st Floor, Clarendon House, 12-14 Berry Street, London EC1V 4AQ - tel: 071-490 2076, fax: 071-490 2086.

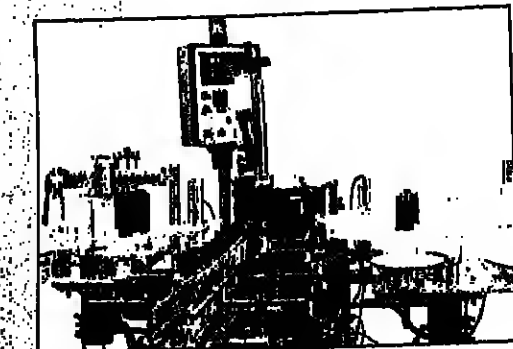
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# A clearer look for skincare



The 'no label' look labels produced by Walsall Litho for the Boots No 7 relaunch

Boots No 7 skincare range of products are now sporting a 'no label' look thanks to Walsall Litho's first use of the glass clear label stock from Fasson.

FasRoll Mirage 300.

The label order is one of the first jobs to be completed on Walsall's recently installed combination rotary letterpress

to create a 'no label' look pack, the labels are printed in four primary colours, each underlaid with another colour and are hot foil stamped in sil-

ver. Four label variants were produced by Walsall.

## "Demanding materials"

Very demanding colour matches and close register foil blocking within the screen work was required by the design, says Walsall (PO Box 26, Midland Road, Walsall WS1 3QL - tel: 0922 721272, fax: 720895).

Labels were printed for the smaller trial sizes of container before the first run of 750,000 for the standard sized bottles, jars and tubes within the range. The relaunched range is now on sale in all Boots the Chemists retail outlets.

For further information call 105 0839 772268

## In-mould labelling costs cut

Cost differentials between in-mould labelling and direct printing for plastics containers, which have deterred many potential users, can now be reduced to a negligible amount, say plastics producers and moulders.

With equipment such as label feeders available increasingly outside complete system sales, and therefore at lower costs, capital requirements are reduced, says film producer Hoechst. In addition, reductions in the gauge of film and tub, which reinforce each other once combined in the mould, can cut materials costs.

In all, Karlheinz Wolf of Hoechst estimates that the cost differential can be reduced to less than 10 per cent for square plastics containers.

With more competition in the plastics label printing market, increasing capacity in existing printers and more efficient die-cutting for pre-cut labels, materials supplies are also set to improve.

For many converters and specifiers, the advantages of permanence, hygiene and - where the process replaces labels - monomaterial packs will be more important than the difference in cost, the company predicts.

"There are wide expectations of cost decline in general in the in-mould labelling process," said Mr Wolf, speaking at a seminar organised by the company (Hoechst UK Ltd Films Division, Hoechst House, Salisbury



Road, Hounslow, Middlesex TW4 6JH - tel: 081-570 7712, fax: 081-577 1854).

Peerless Plastics sees the gap closing fastest between conventional methods of decoration and reel-fed in-mould labelling, which is the method used in its Rollodex system. This complete system, using a robotic process and a choice of materials, can be used effectively with round containers, says Alan Fealey of Peerless (Mariner, Cotton Farm Industrial Estate, Tamworth, Staffs B79 7UL - tel: 0827

50505, fax: 61206).

Since direct printing of round containers is fast and relatively cheap, competition from in-mould labelling has been most difficult in this area. Peerless says its system can compete both on round and square containers.

Industry developments are also said to be taking place with in-mould labelling for thermoforming, which risks lagging behind competitive processes in offering this technique to its customers. So far, trials have been limited to mainland Europe.

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Blue:	L* = 56.63	a* = -36.71	b* = -47.18

The tolerance specification for all colours is by D50, 2 degree observer, 2:1 and of 1.2. Colour specifications and tolerances were established using the X-Rite 938 Spectrodensitometer and QA-Master software.

The report format we prefer is the format generated by X-Rite's QA-Master software. We have enclosed a sample report for your information.

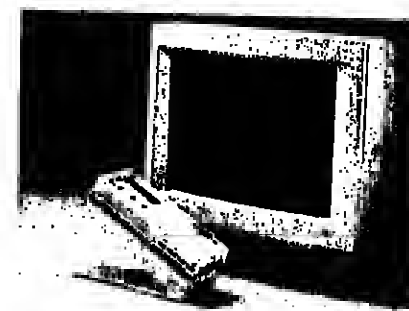
We anticipate having our new colour control system in place by the end of the month, and request your full cooperation at that time.

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or SpectroStart™ software, they graphically show which samples are within acceptable tolerances. QA-Master and SpectroStart even generate SPC reports to prove colour consistency over time. All of which saves time, saves money, and minimizes errors - while maintaining good working relationships between printers and print buyers.

If you want colour that's consistently on target, inquire about X-Rite's 938 spectrodensitometer and accompanying

QA-Master or SpectroStart software by contacting X-Rite's authorized dealer. Also inquire about X-Rite's valuable Guide To Understanding Colour Communication and Guide To Understanding Colour Tolerancing, yours free of charge. Once you do, you may never miss the colour target again.

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On-shelf promotion for Cadbury's Original Drinking Chocolate

## Chunky on-shelf promotion

Premier Beverages has teamed up with packaging manufacturers Encase Ltd, the UK corrugated packaging manufacturer, for a striking on-shelf promotion for its Cadbury's Original Drinking Chocolate.

Rob McNeilly, brand manager at Premier Beverages says: "This is one of the best looking promotional packs we have put on the shelf."

Designed by Encase's Impact Design Team (Beau-

mont Road, Banbury, Oxon OX16 7RE - tel: 0295 250974, fax: 271390), the drinking chocolate pack is manufactured from B flute corrugated board using special locking devices to hold the products securely in place while giving maximum visual effect.

The promotional packs are designed for aisle-end displays and feature a pre-printed liner plus uv varnish reflecting the classic Cadbury's image.

"The display outer instantly communicates the Cadbury's brand values while displaying the product and the promotional item to the full," says Mr McNeilly.

For further information call 108 0839 772268

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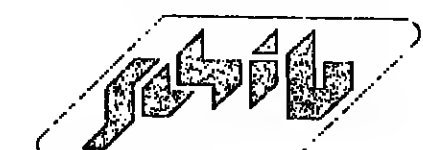
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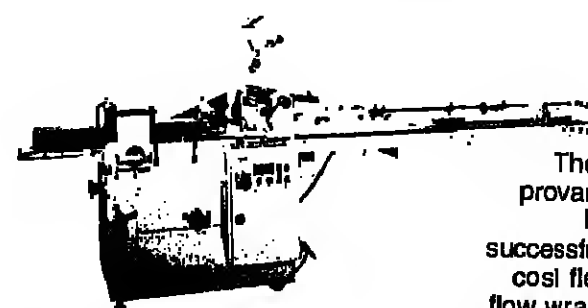
Contact Francisco Serrano, Marketing Manager on (0905) 762323. Fax (0905) 762357.

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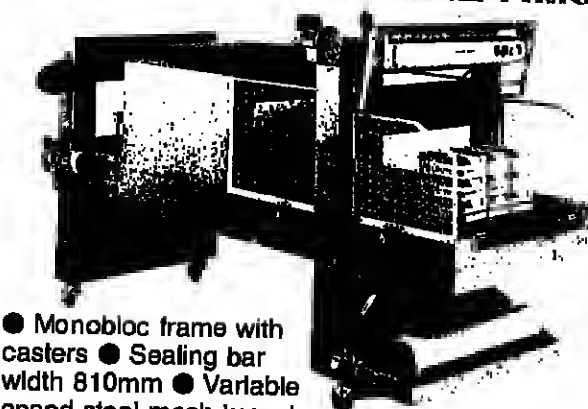
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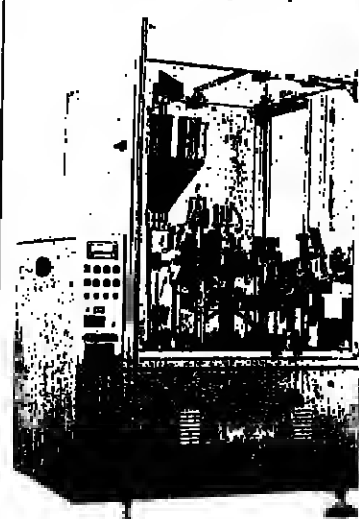
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## Solvent free tape has high grab and bond

Frozen ready meal and pie producer, Tiffany Sharwood's is now using a self adhesive packaging tape said to be the first proven solvent free tape designed specifically for foods.

Called Ecotape and available from Tritel Ltd, the polypropylene film carrier has a hot melt, pressure sensitive adhesive with a 'high grab' characteristic and permanent bond for extreme conditions. In order to overcome problems sometimes encountered when sealing cartons made with a high recycled content, Ecotape has a special additive which is said to guarantee secure bonding.

*"Tape will not taint products"*

"The fact that Ecotape will not taint products it comes into contact with makes it ideal for food packaging," says Barry Coventry, md of Tritel (Star Trading

Estate, Star Road, Partridge Green, Sussex RH13 8RA - tel: 0403 711080, fax: 711410).

Tiffany Sharwood's is using a clear version of the tape to seal all its various sized outer cases which are despatched to supermarkets throughout the country. The consistent adhesive performance of Ecotape is especially important for the range of frozen foods, according to Mr Coventry.

"The tape is effective, keenly priced and environmentally friendly in the bargain," says Nick Skew, buying controller of Tiffany Sharwood's which is part of the RHM Group. According to Tritel, Ecotape costs are comparable to standard pvc options whether supplied plain or printed.

At Tiffany Sharwood's, the 50mm width tape is applied by automatic case sealing equipment but it can also be handled on hand dispensers.

For further information, call 0839 772288

## In-fridge wine box design

The difficulties of putting a wine box in the fridge have been overcome by the redesign of the box so that it can lie on its side.

The box was designed by Swan Fields Packaging for the filler Darlington's. It will be trialled by Tesco.

Martyn Coxhill, md of Swan's, says "Wine box technology is now at a stage where the wine is stored in controlled quality conditions. However, we recognised that the design of the packaging could be developed to meet the needs of the customers."

Current boxes will not stand up in the fridge in a usable position. This box is being tested with the company's suppliers at the moment. Depending on how they are received, the company will push for sales elsewhere.

John Smith, sales and marketing director at Swan (Great



The wine box top is attached to the bottom, for convenience

Bridge Street, West Bromwich, W. Midlands B70 0BT - tel: 021-522 2002, fax: 021-522 2686), says the top is now attached to the bottom of the box and perforations are made through the reverse flaps so that it can be fitted in.

For further information, call 0839 772288

cal in construction.

The two part cap has been designed and manufactured by Italian company Taplast (UK Sales Office: Ditchling Business Centre, 1 West Street, Ditchling, Sussex BN6 8TS - tel: 0273 846707, fax: 846582).

*"Ensures the right amount is dispensed"*

As well as incorporating the pour spout, the transparent measuring cap features full instructions for use, ensuring the correct amount of product is dispensed by the consumer.

For further information, call 0839 772288

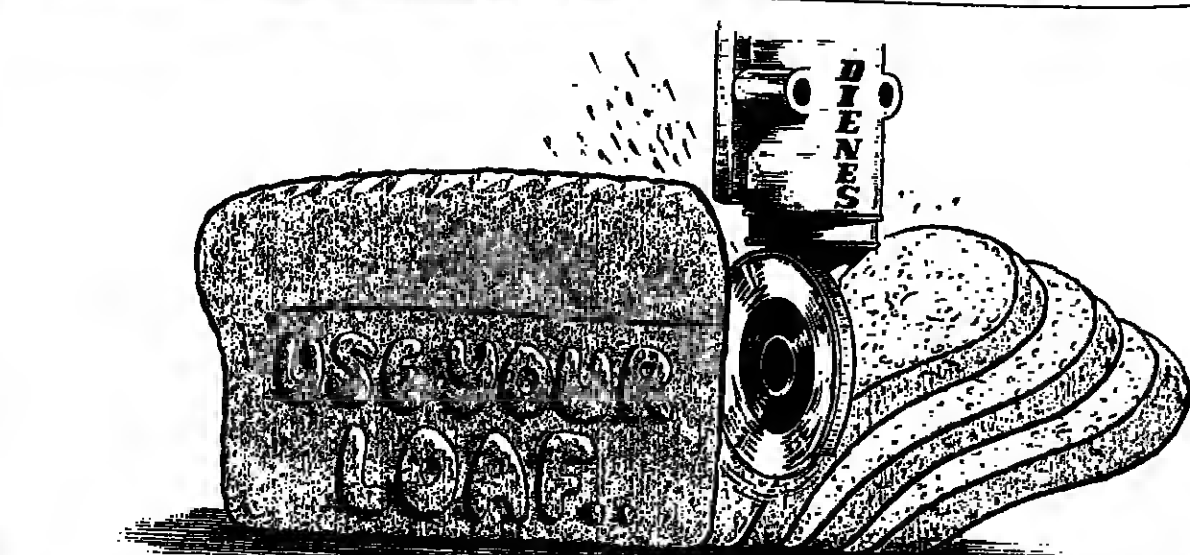
## PP closure acts as both pouring spout and a measuring device



A dual purpose polypropylene closure which acts as both pouring spout and measuring device has been adopted by Levers for its Sun Micro concentrated dishwasher powder.

Levers required a custom designed closure for this new pack, which is described as ergonomically efficient and easy to grip for consumers. The closure had to be both functional in use and economical.

The two part cap is designed to be efficient and easy to grip



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## Opp line brings efficiency and scope

"The first line is filled with cove materials and so a second line will help us develop further specialities." One of the latest new films is a transparent pvoh-coated Bior 25 MB 866 film laminated to pp cast film produced by converter, IT Pack for Dutch snack food producer, Klijn bv.

The exceptional barrier against gas transmission and aroma protection conferred by the pvoh coating allows Klijn to nitrogen flush the packs to preserve product freshness perfectly and eliminate oxidation, says MPE (UK: 1 Towers Place, Eton Street, Richmond, Surrey TW9 1EG - tel: 081-332 6261, fax: 081-332 6256). The material also had to perform on a specially equipped Boseh vertical film machine.

MPE believes that there is still significant growth in Europe for opp films - at around 5-8 per cent a year - especially in new market areas. It is ten years since the



Exceptional barrier against gas transmission and aroma protection are conferred by the pvoh coating

company launched its OPP-lyte films which are most widely used for crisps, confectionery and biscuits. Mr

Van den Berg sees potential for other dry food and powdered products, however. "In fact we would like to

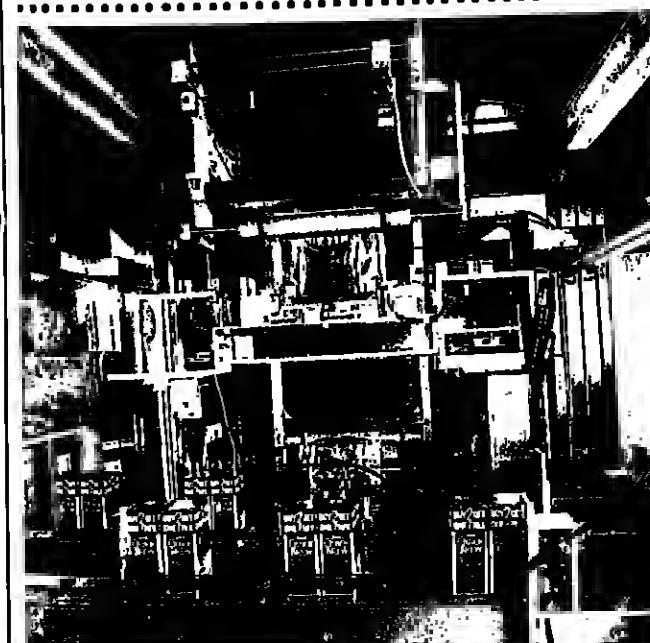
replace any paper/alu substrate," he told PN. For further information, call 0839 772288

## UK metal sales rise

Britain's emergence from recession ahead of its European counterparts is reflected in the Metal Packaging Manufacturers Association's (MPMA) review for 1993 which shows an increase of 6.5 per cent in UK sales while exports dipped by 30 per cent.

Overall industry sales remained static at £1,236 million which, claims the MPMA, is a creditable performance in view of the depth of recession affecting the major markets.

The year ended on a sour note, however when high tinplate price increases were imposed by all the major European suppliers. It is hoped that the MPMA initiatives taken will result in a less dogmatic approach from suppliers in the future.



The fully automatic, twin headed sleeving machine from Sleevit

## Sleeving system is quick and versatile

A boost in productivity and a more effective use of labour are two benefits resulting from Lyons Tetley Ltd's installation of a custom built sleeving system.

The fully automatic, twin headed machine has been designed for banding multiple packs of tea by the Sleevit Division of Turpins Packaging Systems Ltd, and has been installed at Lyons Tetley's Greenford plant. It is being used for promotional sleeving of Lyons banded products as well as those produced for other customers.

*"Gating equipment"*

Special gating equipment, engineered to prevent the possibility of product jamming and build back, collates two, three or four packs prior to application and shrinking of a clear or preprinted pvc sleeve. The two banding heads are

a key feature as they can operate in fully automatic mode or be used independently on different promotional applications, says Sleevit (Kennedy Way, Clacton-on-Sea, Essex CO15 4AB - tel: 0255 423402, fax: 423312).

*"Ease of changeover"*

"The Sleevit system was chosen for its versatility, its throughput rate and ease of changeover compared to similar systems offered by other suppliers," says Vince Stapleton, industrial engineer for Lyons Tetley Tea Division. "Turpins' willingness to work with us in developing a new system to meet our specific needs was also a very important consideration."

The system operates at 100 cycles a minute.

For further information, call 0839 772288



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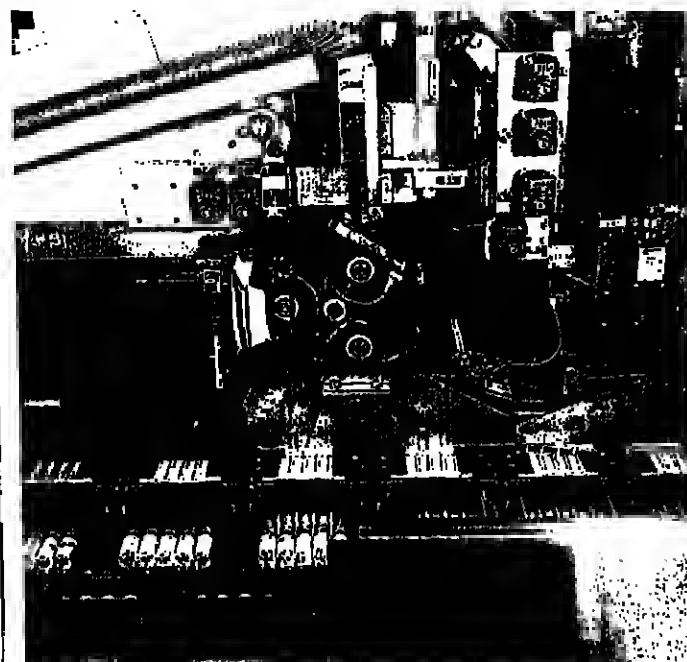
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## Vials loaded into compartmental cartons



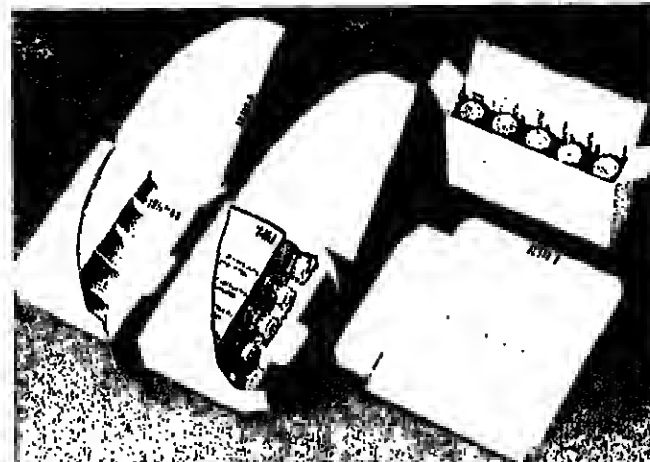
The Bosch CUK 1060A cartoner. At the top is the carton blank infed. In the centre is the rotary carton erection area

As part of a push in the pharmaceutical industry towards monomaterial packs which maintain transit protection for product, vials are being loaded into folding compartmental cartons on equipment from Robert Bosch Packaging Machinery.

### Faster and cheaper

Bosch, which launched the system at the Achema show in Frankfurt this month, claims that the cartons provide the same protection for vials or ampoules as blisters or plastic inserts. Packing is made faster, cheaper and simpler, says the company.

Leaflets can be deposited in a special side compartment in the carton after the primary packs - entering the CUK 1060A cartoner on a single-



Cartons loaded on the Bosch machine, showing outway packs

line infed conveyor - have been loaded. The inner frame of the carton, supplied by a German converter, creates dead space between the fragile container and the outside of the carton, and also isolates

one vial from the next.

Vials, more fragile scored ampoules or a combination of the two can be safely packed and transported using this system. A single station operation such as this saves on space,



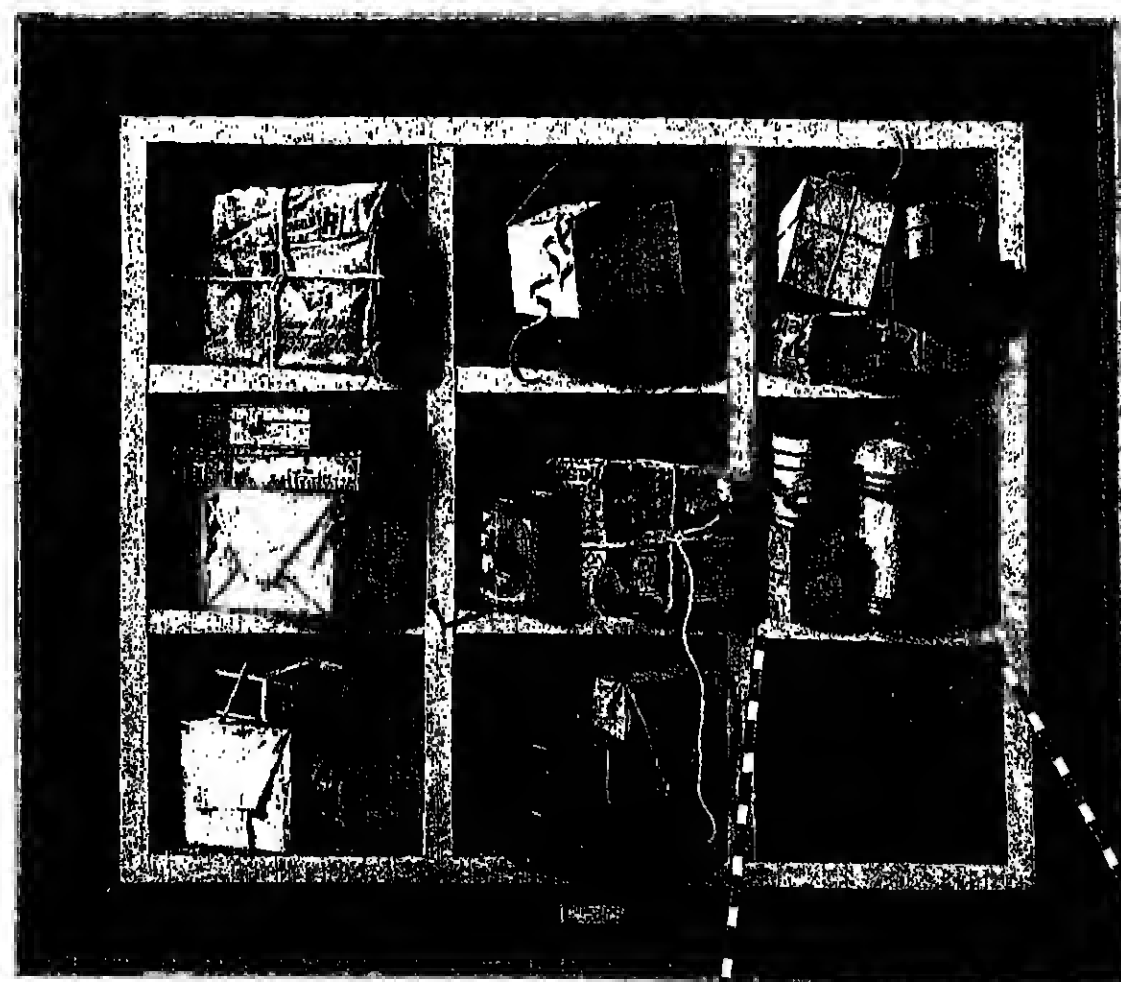
time and costs, says Bosch (Invincible Road, Farnborough, Hants GU14 7QU - tel: 0252 517821, fax: 518478).

Moulded or tubular glass containers with a diameter up to 30mm can be packed on the system. Speeds can reach 60 ampoules a minute in single row format and 1200 in double rows, filling 120 cartons.

Integration of the cartoner is possible with the Bosch KLD 1041 crack detector and the ERS 2010 ampoule labeller into a single line with appropriate end of line equipment.

For further information call 104 089 7726

## Products in ASHWOOD Containers are seldom left on the shelf...



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created "La Mise en boîtes" to illustrate packaging from the past. He left the righthand bottom cubby hole empty! Why?...because modern packaging had not yet been invented.

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## Designing for the environment

Software for pack design can take into account environmental strategies for material types and grades, energy and materials costs for generating primary and transit packs through to pallet patterns.

Parameters in the software from Industrial Software Ltd can meet particular materials costs, design, quality, and usage needs. Where applicable, parameters can include legal requirements (if quantified for a given pack or material) down to such fine detail as label positioning.

A major advantage of the system is its flexibility, says the company. Palletpack Version 4 Technology is a framework into which users can build various options, combined in different ways to meet particular needs.

"There are areas in Europe where legislation poses logistical problems in packaging and loading specifications. There is a need for more rigorous specifying of the types of materials and where they can be used," says Tony Orphanou of Industrial Software (40 Braydon Road, London N16 6QB - tel: 081-802 5618, fax: 081-802 5657).

A version of the software is

already helping one Belgian customer to cope with the legislation there. But Industrial Software stresses that this is logistical software, and can not carry descriptive legal data.

Though users to date have been in the confectionery, margarine and edible oils sectors, there is no particular targeting of the food industry and the package can clearly be of use to any fine sector.

**"Three-year development project"**

Industrial software embarked a three-year development project for the software once it became clear that environmental legislation in different countries was going to make the specification and use of materials much more demanding.

In compliance with BS 5750, date stamped packaging and loading specifications, bills of materials and costings are stored in the database.

For further information call 103 089 7726

## Changes made to Classic Cola

Changes are to be made to the packaging design of J Sainsbury plc, Classic Cola following concern from The Coca Cola Company that customers are confused by the similarities in the packaging.

Sainsbury's tells PN: "We do not accept that any customer confusion has arisen because of the design of Sainsbury's Classic Cola."

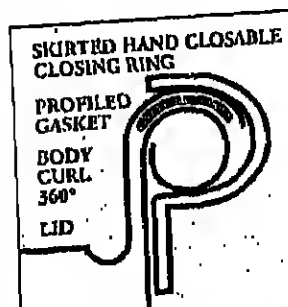
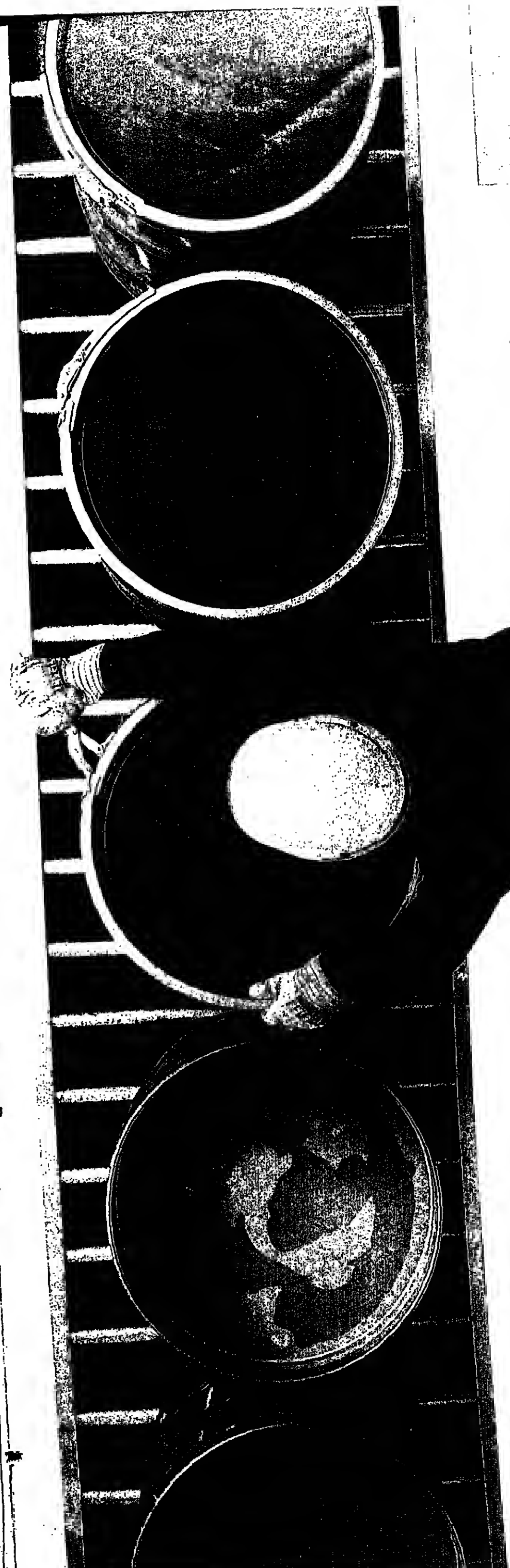
However, the company has agreed to change the typeface on the Classic Cola label

and has removed a line from under the word Classic. The decision to make these minor amendments was taken in order to maintain the goodwill that exists between Sainsbury's and The Coca Cola Company, says a Sainsbury's spokesperson.

Prior to the launch of Sainsbury's cola, the previous Sainsbury's brand had 20 per cent of cola sales at the store. Classic Cola has taken a 60 per cent share of sales, the company says, at the expense of the leading brands.

This latest dispute, highlights the growing tension between brand manufacturers and supermarkets over sales lost through lookalike products (see PN May 1994).

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## Chilled foods wrap service

Contract packer, Mailway Packaging Group, is planning to move into primary wrapping and food packaging and aims to create a Clean Room environment with the possibility for chilled food contract packing in its recently opened factory in Leeds.

With the installation of air conditioning the company aims to bring up to standard the conditions needed for Clean Room to be able to wrap food. At present, most of the business is secondary wrapping. The first order primary wrapping will be for biscuits.

"At the moment we are negotiating to see if we can meet the requirements of our customers, but in six months we would expect to be packaging chilled foods," says Ian Pruchniewicz, md of Mailway Packaging Group.

**"We have identified a niche market"**

"There is a shortage of chilled environments for contract packaging in the UK. We have identified a niche market here, especially for promotions. People have fully automated large facilities which do not give them the flexibility to turn things around quickly for



DispensRapak system housed in clean room conditions at Mailway

short run promotions," explains Mr Pruchniewicz.

Mailway is seeking advice on due diligence so that it is in compliance with the strict food regulations and hopes to obtain BS5750 within the next few weeks so that it can become the UK's first chilled food contract packer.

As far as chilled contract packaging is concerned, no storage facilities will be made available since the refrigerated products will go in and out as quickly as possible.

Investment at the new Leeds site includes the acquisition of overwrappers, shrinkwrapping and board sleeve multi-packing machinery including £250,000 on a machine for dispensRapak - a system for producing a single

## Easy handling powder filler

Albro Delta, an in-line powder filling machine that brings the product handling and clean-down advantages of gravity or vacuum feed operation into medium speed machinery is being introduced by GEI Filling Caping & Labelling Ltd.

This latest filler operates at speeds of up to 80 containers a minute and is aimed at the food, pharmaceutical and personal care markets where until now medium speed filler for powders, granules or agglomerates have relied on auger dosing systems, says GEI.

Instead, the Delta filler employs a choice of either the vacuum level filling heads used on advanced high-speed rotary powder fillers or a gravity-fed weigh-fill head in which the product flow is controlled simply by air pressure. The choice depends on product flow characteristics, says GEI (Henwood Estate,

Hythe Road, Ashford, Kent TN24 8DS - tel: 0233 629161, fax: 639560).

In both types of head there are no rotating parts or scrap-



Vacuum assisted filling head used on the Albro Delta

ers in contact with the product, preventing risk breakdown of fragile powders

and presenting a smooth flow path for easy and secure de- and down. Accuracy is typically to 0.1 per cent giveaway.

Delta is available as a two or four head machine. Infeed and outfeed conveyors are set parallel to the filling heads, allowing two or four containers to be moved sideways into position, minimising the delay, says Glyn Humphries, GEI sales and marketing director.

"We see a need in the market for a medium speed machine which can be quickly changed over from one size container to the next," Mr Humphries tells *Packaging News*.

Container sizes range from 40-110mm diameter with a fill weight of up to 0.5kg for products such as coffee or talc, to 100-200mm for fills up to 2.5kg for products such as powdered milk or catering size packs.

For further information, call 0233 629161 or 0233 639560.



## Test tracks down winning designs

Guaranteed identification of a winning pack design out of a number of different options is claimed for a series of consumer tests refined by Scentest.

Scentest - a division of Scantel Ltd - uses a technique involving a number of tests with target buyers, based on the sequential decision model which homes in on first - and failing that second - choices.

Some 60 - 70 per cent of those questioned will opt for around 30 per cent of a range of colours, for example, says md Bill Dunning. Research can then progressively focus on the sector where the majority of preferences fall.

The success of colour and overall design can be predicted with an accuracy unmatched by any other research system, says Mr Dunning. He guarantees to pinpoint the winning pack in terms of positioning and execution.

## Barcodes reviewed

Cost and time savings across industry will result from the introduction of barcode standards, say members of the CEN European standards committee, currently out for public review.

Several standards are likely to be made mandatory next year for public procurement usage throughout the EU, although commercial pressure will be the driving force behind implementation, says the BSI.

A series of symbology-related standards are among those currently open for public review and are expected to be ready for adoption "in a few months". The convenor of the



The Campbell's soup range, with the final design refined following Scentest research.

map" can also be provided. Mr Dunning has plenty of strong feelings when it comes

to packaging. "I'd love to be able to address the communicators at advertising level and the packaging communicators at a single meeting," he says, explaining that these two aspects of marketing are rarely coordinated to the best effect.

As an example of his work for brand leaders, Mr Dunning shows a range of tinned soups for Campbells researched by Scentest (27 Dale Street, Manchester M1 1EY - tel: 061-236 1952, fax: 061-236 0768). Different pack executions were compared for general appeal and colour choice.

For further information, call 0233 629161 or 0233 639560.

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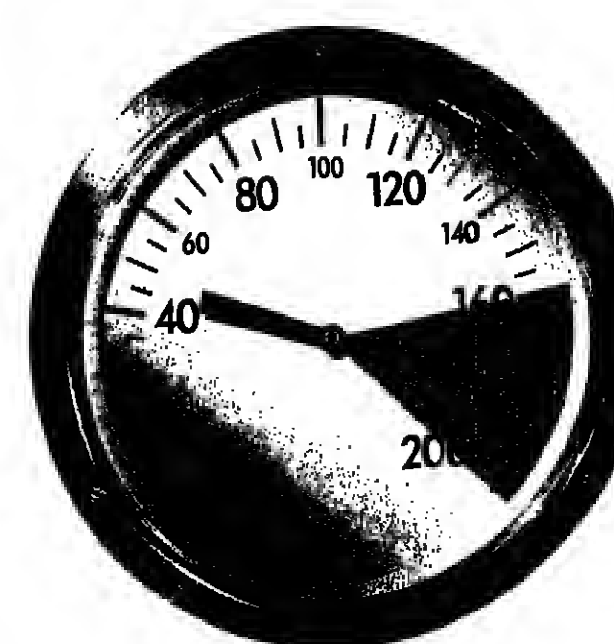
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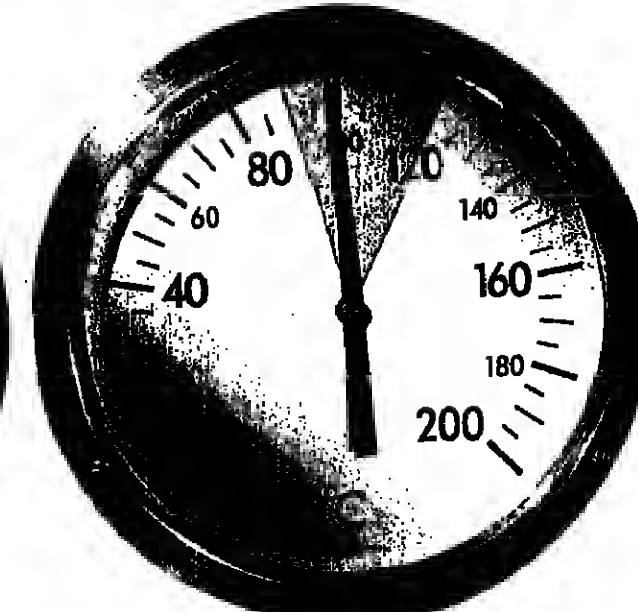


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PACKAGING NEWSLINE 1994



# Glass reigns over luxury goods sector

Glass still leads the field as the main component in luxury packaging, holding 38 per cent of the market, with France remaining the most important contributor to the sector across all material and product types.

While stressing that luxury goods account for some 10 per cent of the total packaging market in France, the director of the French Packaging Institute (IFEC) Jean-Paul Pothelet showed that France has 47 per cent of the market worldwide, followed by Italy with 14 per cent.

In terms of materials, glass has a much higher profile in the packing of luxury goods compared with its share of 18 per cent of all packaging. Paper and board has 26 per cent of the

market. Predictably, plastics are used proportionally less in the luxury sector than others.

Speaking at a conference organised by Emballage '94, Mr Pothelet said that perfume and cosmetics account for FF 40 thousand million (£4.5 thousand million), followed by champagne and cognac.

## Cautious predictions

With upwards of 75 per cent of stand space booked for Emballage '94, according to the organiser, there are so far 1400 registered exhibitors. The organisers are being cautious in their predictions about visitor turnout, which they estimate will be between 120,000 and 125,000. It will be difficult for the exhibition to better its 1990



Emballage '94: The 1994 show, running from 14 to 19 November, aims to attract over 120,000 visitors

performance, for both visitor and exhibitor numbers.

Breakdown by exhibitor activity is expected to be

machinery 55 per cent, materials and packs 35 per cent and other sectors 10 per cent. The 1994 show will run from 14 to 19

November. More information can be obtained from Promotions UK Ltd (The Colonnades, 82 Bishops Bridge Road, Lon-



don W2 6BB - tel: 071-211 3660, fax: 071-792 3525.

This year's focus on the future, Pari Emballage or the packaging challenge, attracted 211 projects from young designers worldwide. Currently, the 40 finalists' scale models are being adjudicated to end up with ten prize winners.

Ideas have included sachets for soluble medicines which double as a small drinking cup 'recharge' units for concentrated products such as detergent and designs for condom packs.

For further information call 0839 772268 or circle number K6-101

## Art Deco for cognac

Latest in Courvoisier's premium Collection Erté Cognac range reproduces an Art Deco graphic using glass-embedded screen printing onto a specially designed carafe.

According to Courvoisier, only one company in Europe has the experience in screen printing to provide the necessary level of quality. Decalcor could match the original Erté artwork to silk-screen print in up to 18 colours, sometimes using



Carafe with Art Deco graphic

rare pigments. Apart from the four kiln stages required, a manual 24-carat gold gilding process was used by the company.

Each year only 12,000 carafes are produced in each

design. From the beginning, Courvoisier worked with specialist glass manufacturer Saint-Gobain Desjonquères (19 Dunraven Street, Park Lane, London, W1Y 4JR - tel: 071-

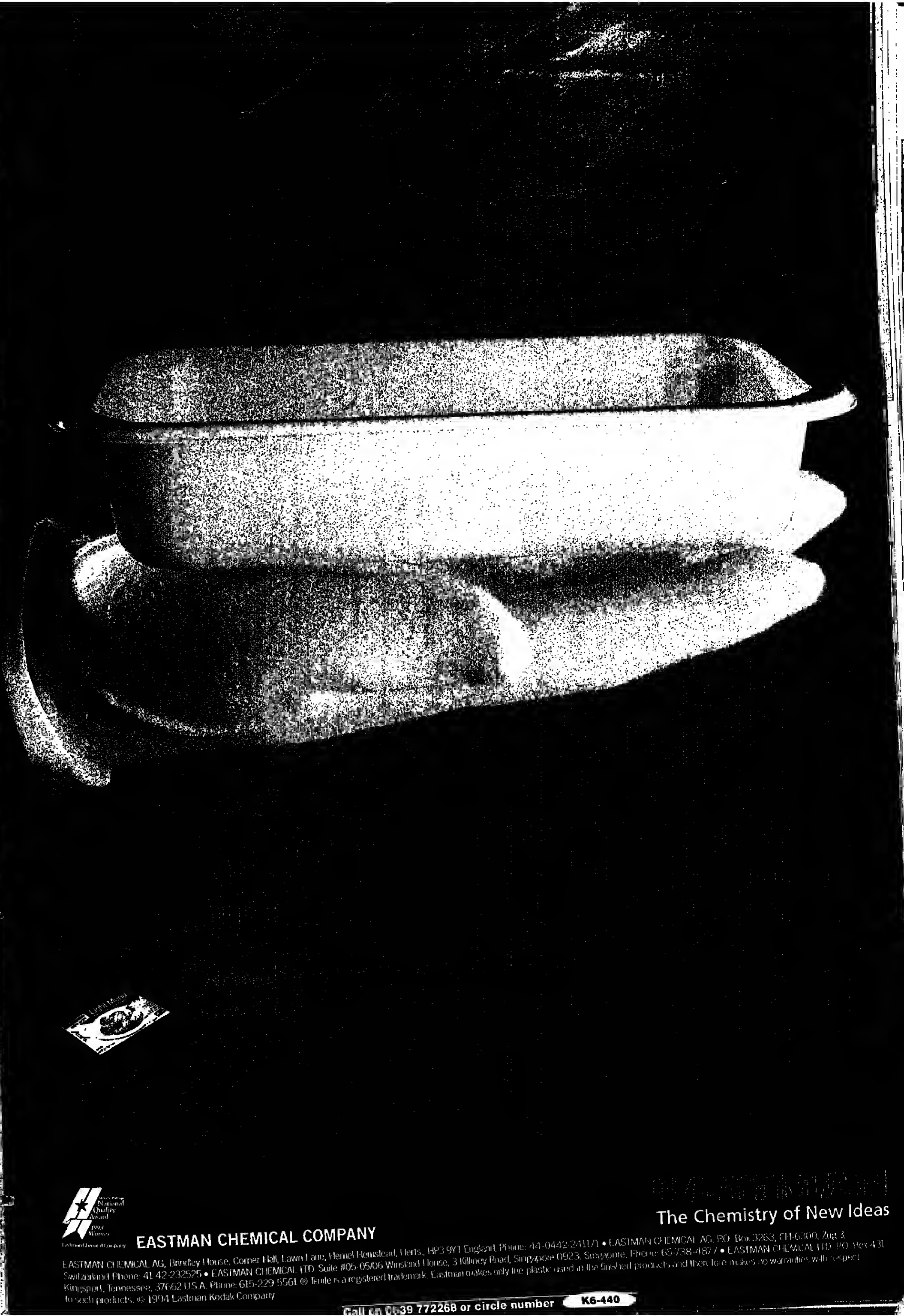
409 0017, fax: 071-493 8980).

The original designs are all the work of Erté, which also designed the basic carafe shape. Only minor changes had to be made to this shape for production.

The bottles

sell for FF 3000 in France, but a large proportion of the carafes go for export, including around half to the USA.

For further information call 0839 772268 or circle number K6-102



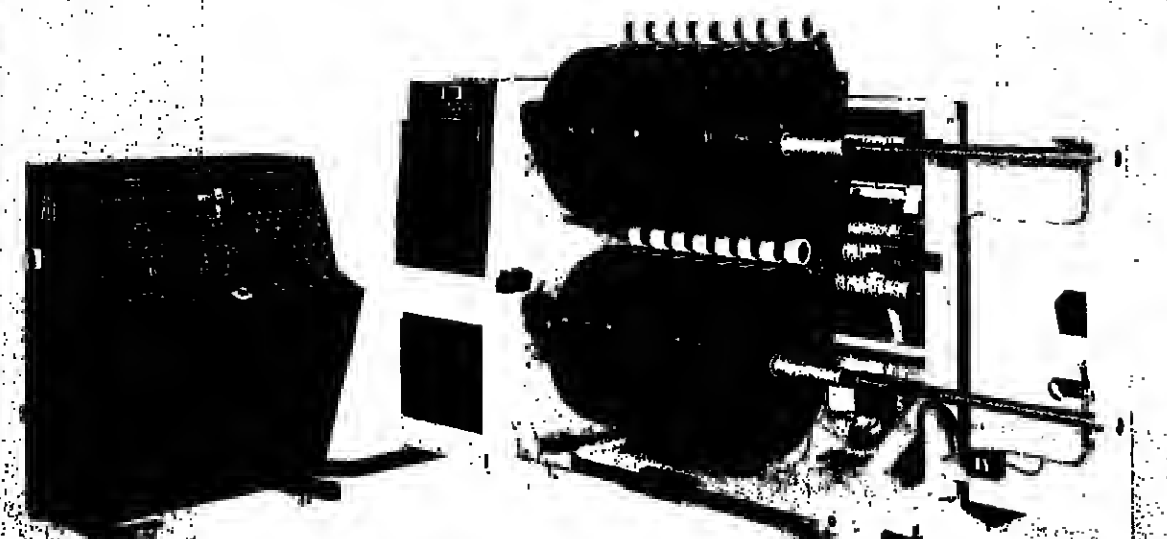
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# The changing shades of green

We begin our six page celebration of the Industry Council for Packaging and the Environment's (Incpen) 20th birthday with technical director Jane Bickerstaffe examining the milestones that have influenced public perceptions of packaging and the environment since the 1970s.

Political and legislative landmarks are also charted in this special feature, and we conclude with the first report of Incpen's consumer research on today's consumer perceptions of packaging.



Jane Bickerstaffe, technical director for Incpen

In 1971 Friends of the Earth dumped a load of non-refillable glass soft drinks bottles on the pavement in front of Schweppes' offices, an act which effectively drew the battle lines between environmentalists and the packaging industry. Packaging was in the lime-

light, as these discarded bottles on the pavement coincided with a growing awareness of the scarcity of natural resources. The oil crisis of the early 70s certainly focused attention on the importance of resource efficiency.

In the 70s, as now, and as a result of general environmental awareness, packaging waste and litter began to receive criticism, simply because it was so visible. Environmentalists had captured the media's imagination and the attention given to their claims led to greater public concern about litter, which was immediately, and still is, equated with packaging.

In a Gallup survey commissioned by Incpen in 1975, 81 per cent of people agreed

that packaging was wasteful and unnecessary. When asked for examples, a third of people could not think of any. This suggested that although there was a high level of general concern about packaging, it was not related to consumers' own experience with the goods they bought.

**Concern about litter continued**

The public concern about litter continued, even though a campaign by The Keep Britain Tidy Group tried to emphasise that litter was actually a social problem, and encouraged peo-

ple to be more thoughtful about disposing of their waste.

At the same time however, environmentalists were pointing the finger at industry, calling for it to solve the litter problem with the introduction of biodegradable packaging. The thinking was, that if plastics were made to break down then they would be less objectionable if littered.

This tended to leave the general public confused, to a certain degree, about who was ultimately responsible.

By 1976, the public was given its chance to participate in the environmental debate

when the first bottle banks were launched in the UK. In 1978 Incpen set up the first Packaging Council to oversee a basic Code of Practice produced through the work of the Government's Waste Management Advisory Council.

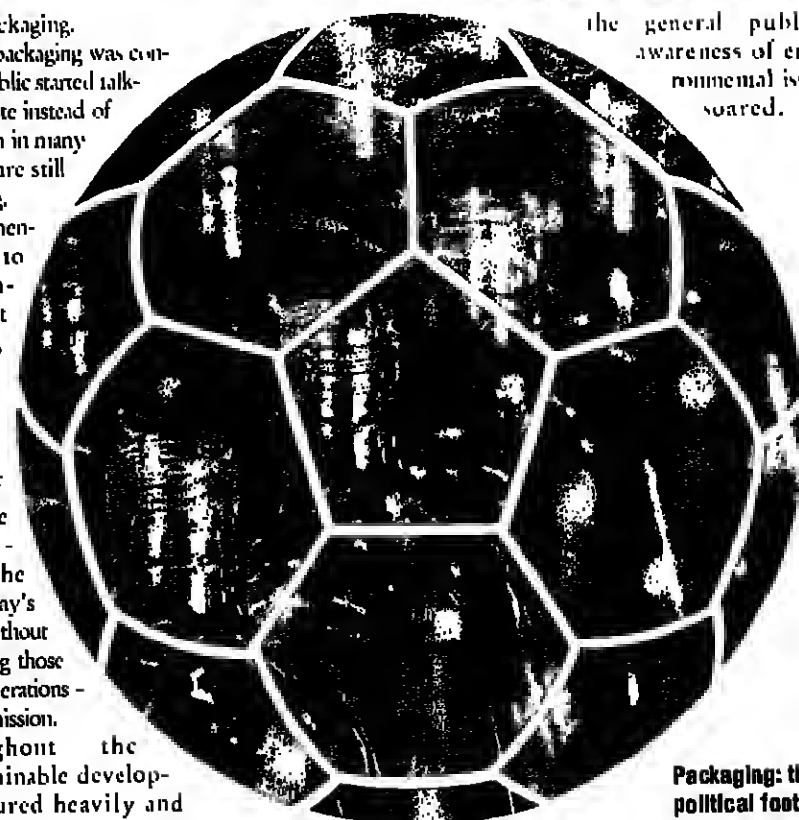
The 1980s saw the emphasis shift from concern about conservation of resources to the garbage crisis or solid waste issue. By this time, environmentalists in the US and Europe who were leading attitudes on environmental issues, had stopped calling for biodegradable packaging and started campaigning for

recyclable packaging.

As far as packaging was concerned, the public started talking about waste instead of litter, although in many minds these are still the same thing.

Environmentalists began to shift to concerns about global issues, rather than a particular issue in isolation. The concept of sustainable development - meeting the needs of today's generation without compromising those of future generations - became the mission.

Throughout the 1980s sustainable development featured heavily and through much media activity,



Packaging: the political football

the general public's awareness of environmental issues soared. In

1989, one barometer of public opinion, *Time* magazine, recognised something other than a public personality in its Man of the Year issue by naming 'Endangered Earth' as Planet of the Year.

One thing that certainly focused the spotlight on packaging was the launch of the 'Green Consumer Guide', which brought the packaging/environment issue into consumers' buying decisions.

Nearly half way through the 1990s, the emphasis is shifting again. This time towards a broader approach that is closer to the concerns about resource conservation in the 70s than the solid waste concerns of the 80s. The debate is now characterised by a much greater focus on detailed research.

Some issues such as efcs are no longer with us but others remain. The assumption that refillables are better than one

trips is still with us, despite the fact that all the evidence shows neither is inherently better than the other. But the campaigns continue and the public supports them.

In 1992 Incpen set up the Packaging Standards Council to deal with consumers' concerns about packaging. Already much more active than its 70s precursor, the PSC has been welcomed by consumers, government and industry.

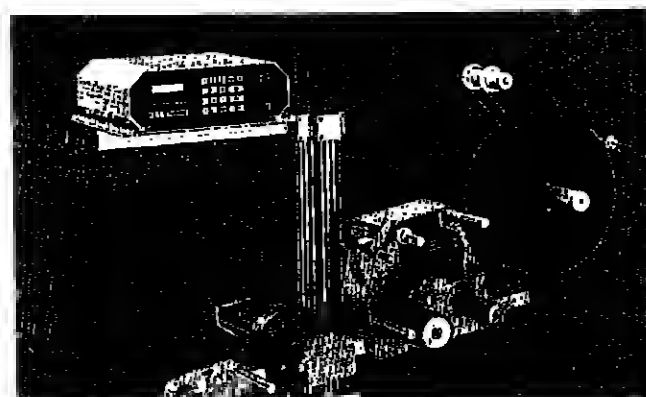
It is to the credit of the environmental movement that industrialists and policy makers now include environmental considerations in their decisions. The challenge for the packaging industry is to continue to demonstrate by action, that it cares for the environment and is responsive to consumers' concerns.

Incpen will continue to provide the facts and inform the general public.

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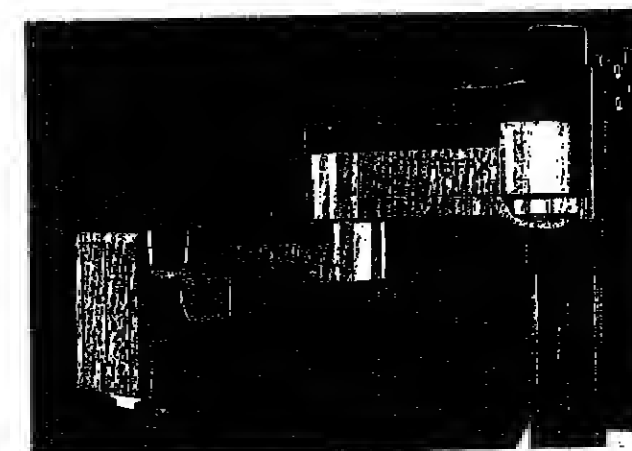
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By 1978, the public was given its chance to participate in the environmental debate when the first bottle banks were launched in the UK: banks for other materials, such as foam, have now followed

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# Incpen: campaigning for 20 years

We believe that Incpen has been a trailblazer over the last twenty years in the understanding of the social and environmental impact of packaging. This role has been confirmed time and time again over the years, to the 1990s, which began with the first official call for action against the German Packaging Ordinance.



James Devereux: communications

Prompted by the increasing

criticisms of packaging on environmental and consumer protection grounds, Incpen was launched in 1974, shortly after the formation of the Government's Waste Management Advisory Council.

At about the same time, the Government published a Green Paper entitled *Waste - A Policy for Reclamation* which, although it was concerned with much more than packaging, more

or less provided the brief for the Industry Committee (now Council) for Packaging and the Environment's activities.

As anti-packaging legislation built up in the US (see facing page), Brussels officials made it clear that it would follow suit in order to deal with what was seen as the 'packaging problem.' In 1977, Incpen, together with similar organisations from Holland and Belgium, formed the European Union for Packaging and the Environment (EUPE) with the aim of creating a better understanding of packaging and a European voice for industry.

Moving into the 1980s, the packaging industry continued to question why, in spite of all its voluntary efforts, it had become the target in the UK

**As Incpen celebrates its 20th birthday, communications director James Devereux maps out the activities of the organisation itself, as well as the political and legislative landmarks reached over the two decades.**

and Europe whenever resource management came under discussion. The answer was simple: facts and arguments were needed to answer consumer concerns and address some of the false assumptions made about packaging.

In 1980, Incpen published *Figuring Out Rubbish*, with the revelation that packaging represented 28 per cent of the weight of domestic waste - not nearly as high as the unresearched and generally accepted

figure of 40 per cent. Incpen backed the announcement with the results of the first separate analysis of packaging in household waste, carried out by Jane Bieker-staffe, now technical director, who had waded through twenty two tonnes of waste over six weeks to collect the figures.

Incpen continued to bring together key parties to discuss the social and environmental impacts of packaging. In 1982, county, district, and metropolitan authorities held a joint seminar with Incpen, on the controversial and much misunderstood subject of recycling.

The seminar resulted in a joint action plan which laid the foundation for future recycling ventures. Later Incpen again broke new ground with the publication of a report on public attitudes to litter.

**"Key role in designing the UK plan"**

In 1985, the EU Beverage Container Directive was introduced. Although Incpen believed a Recommendation would have been preferable to a Directive, it played a key role in designing the UK plan to implement the Directive.

The European Court of Justice case in 1988 against Denmark's restrictions on the sale of beer and soft drinks in non-refillable containers is believed to have been the trigger for the EU Commission's

proposed Packaging Directive. The Commission lost the case on the grounds that environmental considerations must take priority over trade. At the time, no one disputed that the protection of the environment was more important than the fact that Denmark was not asked to justify how its ruling benefited the environment.

**"Automatic and wrong assumption"**

There was an automatic - and wrong, as stated by Incpen at the time - assumption that refillable containers are environmentally superior to trip containers.

In addition, the specific ban on the sale of cans of beer and soft drinks was not considered in the case. If it had been, it is likely that the case would have gone the other way and the consequent flood of national measures in the name of the environment might not have followed.

In 1989 a comprehensive report on resource analysis of liquid food containers was published, which was the first of its kind.

In this decade, packaging has become the eighth largest industry, worth an estimated £8.5 billion and employing approximately 107,000 people. Awareness of the industry's impact on the environment is now higher than ever before, and our role at Incpen, as the authority on packaging and the environment has been well and truly established.



## Legal and political landmarks

1971

- Friends of the Earth launched their campaign against non-refillable bottles: Packaging that could not be reused wasted resources which one day the world would run out of. Soft drink bottles were only a start - the ultimate aim was for reusable containers for a wide range of grocery and non-food products.

- SVM set up to represent the interests of the Dutch packaging chain to policymakers.

- Washington State adopts Model Litter Control Act, imposing a \$150 levy per \$1 million turnover on industries whose packaging is deemed to relate to the litter problem; other US states follow.

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- Oregon passed the first mandatory deposits law: on soft drink and beer containers.

1973

- European Community's First Environmental Action Programme: "non-biodegradable packaging" a priority. Began with beverage containers.

1974

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1975

- First voluntary agreement between German Government and industry, promising resource savings, more recycling and a reduction in the amount of beverage containers entering the waste stream.

1976

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1978

- Consumer Goods Packaging Code published and an Independent Packaging Council set up to administer it: an Incpen initiative.

1983

- New York passes the last of nine US mandatory deposit laws.

1984

- Packaging Council wound up: packaging was no longer an issue in the UK - but Incpen remained vigilant and continued to gather information and spread the word.

1985

- EC Liquid Food Containers Directive adopted at last.

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- Dutch Government and industry conclude voluntary agreement on beverage containers.

1986

- Dissatisfied with the results of the voluntary agreement, the German Government took power

ers under the 1986 Waste Act to allow drastic intervention if necessary.

- New Jersey passes Mandatory Recycling Law: the first of many US state measures requiring local authorities to source separate recyclables, and laying down targets for a reduction in the amount of household waste disposed of.

1987

- California's Beverage Container Recycling and Litter Reduction Act imposes an 'advanced disposal fee' on beverage containers: Florida later followed.

1988

- Success of environmentalists' campaign confirmed when leading aerosol manufacturers announce they will be phasing out CFCs: the beginning of a new phase in environmental concern, culminating in Mrs Thatcher's conversion.

- European Court of Justice rules that Denmark's compulsory deposit-and-return system for beverage bottles did not breach the EC Treaty: the Court was not asked to rule on the Danish beverage can ban. The European Commission had taken up the complaint at the UK Government's insistence, and Incpen had been heavily involved in the preparatory work.

- Italy passes a law requiring local authorities to make separate collections of glass, metal and plastic containers for liquids: material-specific industry organisations had to be set up to channel funds into collection and recycling, and recycling targets were set for the end of 1992.

- Germany's Plastic Bottles Ordinance imposed mandatory deposits on all non-refillable plastic bottles except those for milk.

1990

- European Commission starts work on a Plastics Waste Directive, and then abandons the idea in favour of an overall Packaging Directive.

- UK Government announces target of recycling 50 per cent of the recyclable component of household waste by 2000.

- German Government publishes draft Packaging Ordinance - industry responds with Dual System proposal.

- Incpen formed at the initiative of Incpen and SVM, as a focus for the European debate on packaging and the environment. Following this, several other national 'Pens' were formed.

1991

- German Packaging Ordinance adopted.

- Swiss Beverage Containers Ordinance adopted.

- Dutch Covenant between Government and industry adopted.

- Incpen submits to the European Commission the first fully documented complaint against the German Packaging Ordinance: followed by many other organisations throughout Europe.

- California and Oregon impose 'mandates' on beverage containers: they must be reusable 5 times, achieve 25 per cent recycling, contain 25 per cent post-consumer recycled content or be source-reduced by 10 per cent over five years.

1992

- French Household Packaging Ordinance adopted: Eco-Emballages set up.

- Austria adopts a Packaging Ordinance and its second Beverage Containers Ordinance: industry sets up a recovery organisation (ARA).

1993

- Belgian eco-tax law adopted.

- Belgian industry announces plans to set up recovery organisation (POST-Plus).

- New Packaging Code published in the UK; Packaging Standards Council revived.

- The 'Gummer challenge': PRG set up.

- Irish Government challenges industry to come up with recycling system.

- Member states reach agreement on the draft EC Packaging and Packaging Waste Directive.

1994

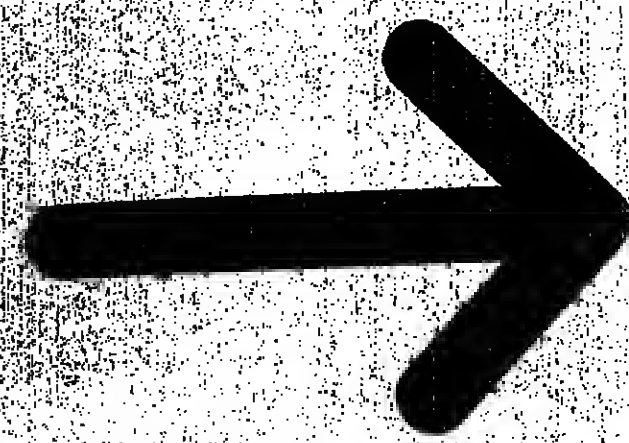
- Industry in the Netherlands (KAPSI, Spain (ASODELO) and the UK (VALPAK) announce plans for new recovery organisations.

- Belgium defers implementation of eco-tax law.

- Swedish Packaging Regulation adopted.

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1991

- German Packaging Ordinance adopted.

- Swiss Beverage Containers Ordinance adopted.

- Dutch Covenant between Government and industry adopted.

- Incpen submits to the European Commission the first fully documented complaint against the German Packaging Ordinance: followed by many other organisations throughout Europe.

- California and Oregon impose 'mandates' on beverage containers: they must be reusable 5 times, achieve 25 per cent recycling, contain 25 per cent post-consumer recycled content or be source-reduced by 10 per cent over five years.

1992

- French Household Packaging Ordinance adopted: Eco-Emballages set up.

- Austria adopts a Packaging Ordinance and its second Beverage Containers Ordinance: industry sets up a recovery organisation (ARA).

1993

- Belgian eco-tax law adopted.

- Belgian industry announces plans to set up recovery organisation (FOST-Plus).

- New Packaging Code published in the UK; Packaging Standards Council revived.

- The 'Gummer challenge': PRG set up.

- Irish Government challenges industry to come up with recycling system.

- Member states reach agreement on the draft EC Packaging and Packaging Waste Directive.

1994

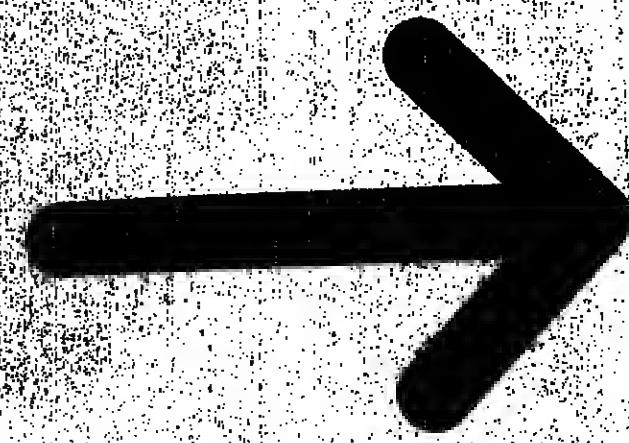
- Industry in the Netherlands (KAPES), Spain (ASODELO) and the UK (VALPAK) announce plans for new recovery organisations.

- Belgium defers implementation of eco-tax law.

- Swedish Packaging Regulation adopted.

# WHERE THERE IS NO VISION, THE PEOPLE PERISH

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**F**irst strike in the battle for milk in this period - which continues to rage in the 1990s - was made in March 1962 when Rockware Glass began trialling a lightweight, one pint milk bottle in the York area. It weighed 14oz, which was 3oz less than the standard version.

Bottles were the same height and diameter as the original, so as to run on existing filling lines, but weight reductions were to be seen on the neck and base.

By September of the same year, PN was leading its front page with news of the Express Dairy Co using Tetra Pak cartons for all its half pint milk deliveries in London. Mr W Bell, chairman of Express Dairy confirmed that Express hoped eventually to convert all shop sales to cartons, including the one pint size, while continuing to use glass bottles for the majority of doorstep deliveries.

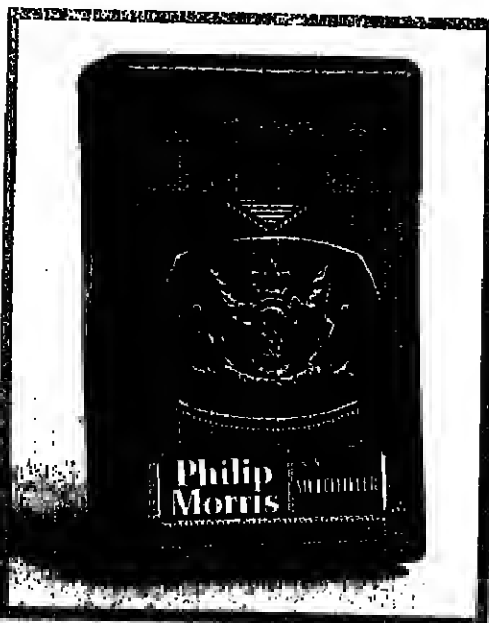
Express spent a lot of time explaining the change to the consumer of the half pint size through letters and follow up interviews.

These outlined the reasons for the switch, advice on handling the cartons and their disposal when empty.

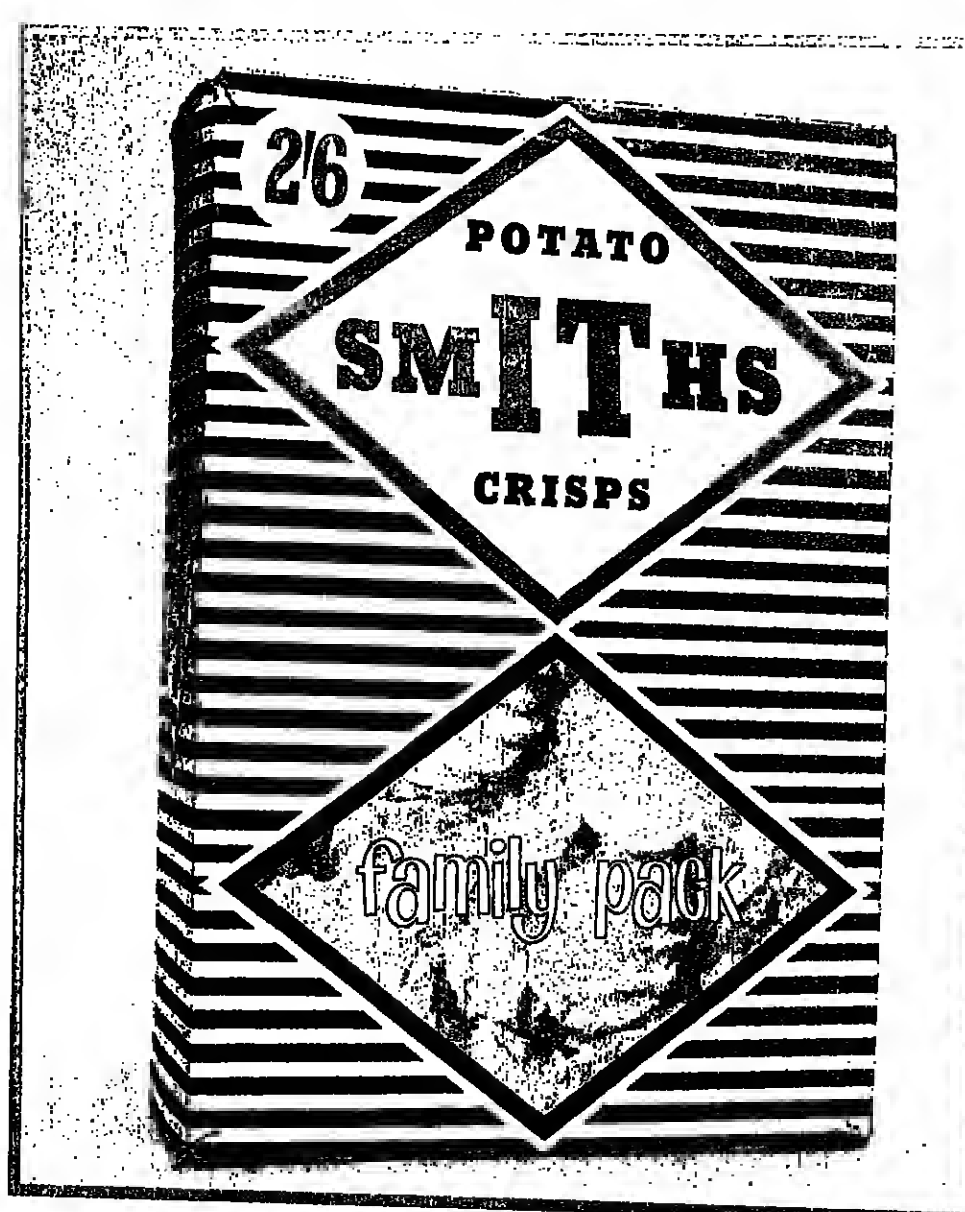
By January 1963, two Midlands-based dairies were selling their milk on the doorstep via Pure Pak, gable-topped cartons. Mr Goodwin, md of one of the dairies said he had no doubt of the future of paper packages for milk. He was, apparently, one of the first dairymen to use cartons for the shop trade and other retail outlets that did not want the hassle of handling returnable containers.

"Today, housewives in the Swedish town of Motala are buying milk in the world's first square Tetra Paks. This rectangular shaped milk carton retains almost all of the desirable characteristics of the original Tetra Pak, a plastics-coated paper tetrahedron made from a single web of material and filled and sealed by machine."

So said PN in March 1963.



IN THE EARLY 60'S PHILIP MORRIS LAUNCHED CIGARETTES IN A PLASTIC CARTON



## CARTONS ENTER BATTLEGROUND!

As the sixties got underway, milk cartons of various shapes, sizes and formats started to appear in the pages of PN. Plastics substitution of traditional materials such as tinplate and glass also continued apace. Gail Lea looks back.

By April, Express Dairy Co were installing the UK's first Tetra Pak Aseptik machine for one pint cartons. "It is thought the aseptically packed milk will last for three or four weeks without refrigeration," said PN.

In other fields, the talk was of the substitution of traditional materials with plastics alternatives

and by August 1963, PN was "underlining plastics' increasing stake in liquids packaging." This was not just in the food area, although pvc was doing very well in the orange squash market, but also in the non-food areas of household cleaning products and motor oil.

In May 1962, the benefits of new open-top,

LEFT: SMITHS CRISPS COULD BE BOUGHT IN A FAMILY SIZE FOR THE BARGAIN PRICE OF 2/6

BELOW: CONSUMERS WERE TEMPTED TO SAMPLE THE INSTANT DELIGHTS OF NESQUIK STRAWBERRY FLAVOUR MILK SHAKES

tinplate cans for Esso, BP and Shell motor oils were being described. "Something like two thirds of all the motor oil sold from filling station forecourts in the UK are in open-top cans fitted with an aluminium strip that is easily torn away to expose two holes diecut in the can top."

Five months later PN reported: "If recent trials prove successful, British motorists may soon



be buying oil in one pint plastics bottles - and plastics will bid for a market, which only six months ago was taken over by tinplate."

Castrol Ltd, Mobil Oil and Esso were all trialling one pint plastics versions.

Barely a year later, PN was reporting that Mobil was now using the standard nine pint motor oil plastics bottle for its Permazone brand of anti-freeze.

And finally, anyone believing that the recent trend towards single-trip beer bottles and designer lagers was anything new will be interested in Whitbread's launch of its Mackeson Stout and Pale Ale in what were described as "lightweight glass bottles that can be thrown away after use" in 1962. Whitbread were the first UK brewer to use non-returnable bottles on a national scale. The beer bottles were also marketed in Cluster-pak, multipack sleeves.

PACKAGING PICTURES KINDLY LOANED FROM THE ROBERT OPIE COLLECTION AT THE MUSEUM OF ADVERTISING AND PACKAGING, GLOUCESTERSHIRE - TEL: 0452 302309

# New light on a famous name.

Smurfit Corrugated

All too often names are changed purely for aesthetics. Reginald Dwight turned into Elton John and who can blame him for that? Norma Jean Baker became Marilyn Monroe, a name with far more sparkle.

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# Quality



Leon Allen is now group chairman of the British Print Company (BPC). Mr Allen's most recent experience has been as chairman of Devro International. Previously he worked for RJR Nabisco and Proctor & Gamble.

Tony Vickers has been appointed managing director of British Steel Tinplate. Previously director technical of British Steel Strip Products, Mr Vickers replaces Don Turner, who has joined United Engineering Steels Ltd as md, steels division.

George Copeland, md of BlowMoxan Ltd, was elected at the agm of the British Plastics Federation (BPF) as president. Vice presidents are Ed Weeks, director at BASF, and Mike Anderson, md of Linpac Plastics International.

Gareth Rhys Williams is now md European Operations for Rexham Custom, the coating and laminating business of Bowator plc. The company has manufacturing facilities in North Wales, Cheshire, Bristol and the Netherlands.



Gareth Rhys Williams

Stefan Kay, md of Inveresk plc, has been elected president of the Paper Federation of Great Britain, replacing Dermot Smurfit. Mr Kay - who is also chairman of the Environment Committee - became md of Inveresk in 1989.

John Barnett, formerly md of Jarvis Porter's label systems companies, has taken over as chairman of Bristol label printer BH Mathews. Brinn Wall, previously in charge of Jarvis Porter's Leeds self adhesive company, is now md of Mathews. The company was acquired by the management team in April.

Wilhelm Dalhoff has been appointed chairman of German company Krupp Maschinentechnik, a member of the Krupp Hoesch Maschinenbau group.

Adrian Lewis has been appointed md of AtoHaas UK Ltd. AtoHaas is a joint venture in the acrylic sheet and granules area between Elf Atochem and Rohm & Haas.



Dr Geoffrey Blackbourn, Waddington & Duval's technical manager

Keverne Watt, previously finance director with Jaycare Ltd, has been promoted to deputy md. The company is also launching a marketing initiative, headed by md Rob Pollock, to develop new export markets.



Rob Pollock

David Robertson has joined the board of Smith Anderson & Co Ltd as group finance director and company secretary. David Jackson has come in as technical manager, with Steve Pattinson previously of J & J Makin as product development manager.

Sven Eric Lundström, manager of Neli Ab, has taken over as head of Kraft Products, a merger of Neli and Assi Karlsborg Ab. Alf Nyström remains as md of Assi Domän Karlsborg Ab.

Jacques Schor, chairman of Groupe CPC, has been appointed vice president of the European Carton Makers Association (ECMA). Stuart Goode, md of CPC's UK subsidiary company Slade Packaging, is now chairman of the British Carton Association's Environmental Working Group.

Colin Stanley, director general of the British Printing Federation (BPF), is to retire in September 1994 after six and a half years in the post. An appointment panel has been formed to find his replacement.

Glyn Humphries is now sales and marketing director at GFI Filling Capping & Labelling Ltd, responsible for the company's entire range of Dico, PPM Albro and Purdy Gravil machines. Mr Humphries was previously director and general manager of the Dico division.

Dirk Craen has been named by Scitex Europe as its new European vice president of sales. Mr Craen was previously with Olivetti and Hewlett Packard International. Former holder of the position Gerard Fournier has been appointed general manager of Scitex France.

## PEOPLE

23

Developments Ltd. Previously the hot melt specialist focused on the bookbinding and disposables markets.

Gary Upton has joined White Knight Products, specialists in CD boxes and video products, as manufacturing director. Previous posts were held with Silcock Mouldings and McKennie Plastic Components.

Les Earl has been appointed technical director at Corporate Packaging. He has been nine years with the company, most recently as technical manager.

Rudolf Le Poole has taken over as export manager with Dutch non-adhesive label manufacturer Sens Label, replacing Jop Dollé, who has retired after 12 and a half years with the company. Mr Le Poole joins the team from PLM (Glass) in Dongen.

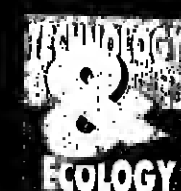
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## Case units save space

Three complete case packing systems were demonstrated by Blueprint Automation including the Econoline case packer, said to take up considerably less space than conventional equipment.

Up to 90 bags a minute can be handled on the unit which is said to be a lower cost option for automating the packing operation than some larger systems. Also shown was the MCR-43 case packer which can handle case sizes ranging from 300 x 200mm up to 400 x 300mm. The UK address for Blueprint is: 12 High Street, Walkeringham, Doncaster, S Yorks DN10 4HR - tel: 0437 891174, fax: 890869.

For further information **K6 110** Call for details 0839 772268

## Reel-fed tray system cuts material volume

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Underberg. They are currently producing 5-6 pack configurations on the unit including 2 x 10 small packs and 1 x 8 of the larger sizes.

### Cut into strips

In operation, the tray and top band is formed from paper taken directly from the reel, while simultaneously cut into two strips. If additional pack

stability is required, a second strip can be applied in the form of either a top tray or lid.

### On-line printing

Both on-line printing of variable information via an inkjet primer and the use of printed papers are possible on the unit, says UK agent, Brian Gillard & Associates (PO Box 44, Malvern, Worcs WR13 5NS - tel: 0886 880567, fax: 880856).

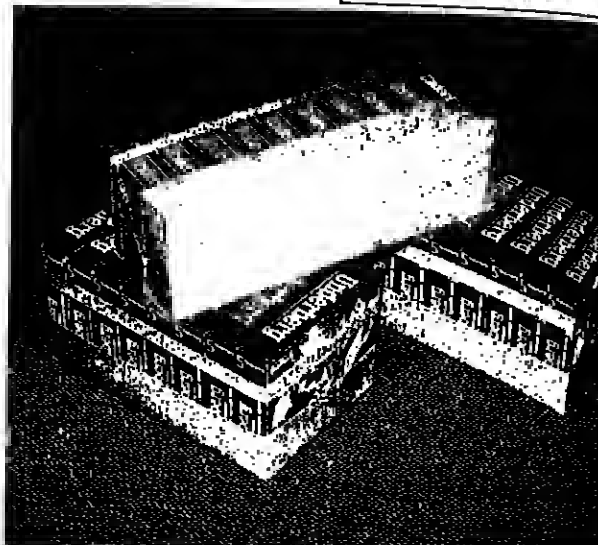
Because no blanks or mechanical adjustments for product changes are required, the unit offers a just-in-time production facility to users.

At the show, the company

was sporting its Eurostar Diploma for its OSR unit, achieved in this year's competition.

Several other systems are currently being developed to handle a diverse range of products, one being for lamps.

For further information **K6 119** Call for details 0839 772268



The first tray packer sold was custom designed for this pack

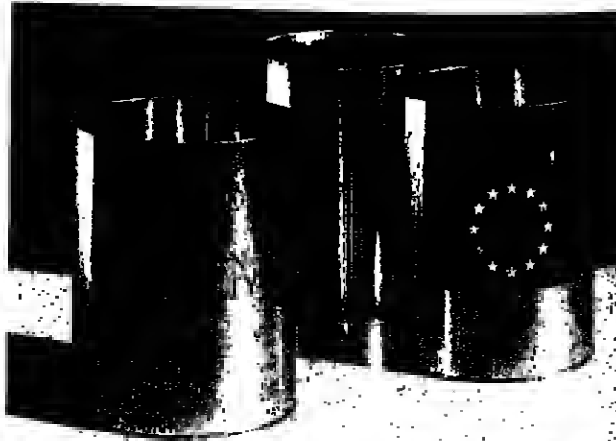
## Low cost can for oil

This low cost, 5 litre can for vegetable oils was just one of the latest template containers on show from CarnaudMetalbox Speciality Packaging Benelux. The can has a maximum height of 236mm, has a sealed end and is now produced on a new production line at the Horn plant.

Also shown was a container suitable for babyfoods and other powdered products which features an aluminium

foil diaphragm which can be peeled back during use. Once removed, a lever lid reveals the container making it a mono-material pack for easy disposal.

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The 5 litre can has a maximum height of 236mm, with a sealed end

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## Shape surprise for gifts

An unusually shaped pe coated board container - rectangular with round edges - was launched by Ferry Pickering Sales Ltd as an ideal medium for gifts, food and toiletries.

The 200g container can feature an opaque pp lid or a clear styrene lid which, according to the company, will allow many different gift packaging ideas to be realised. It is said to be price competi-



The shape gives a good on-shelf presence for many applications including toiletries and gift packs

tive with both conical containers of the same substrates and printed pvc containers.

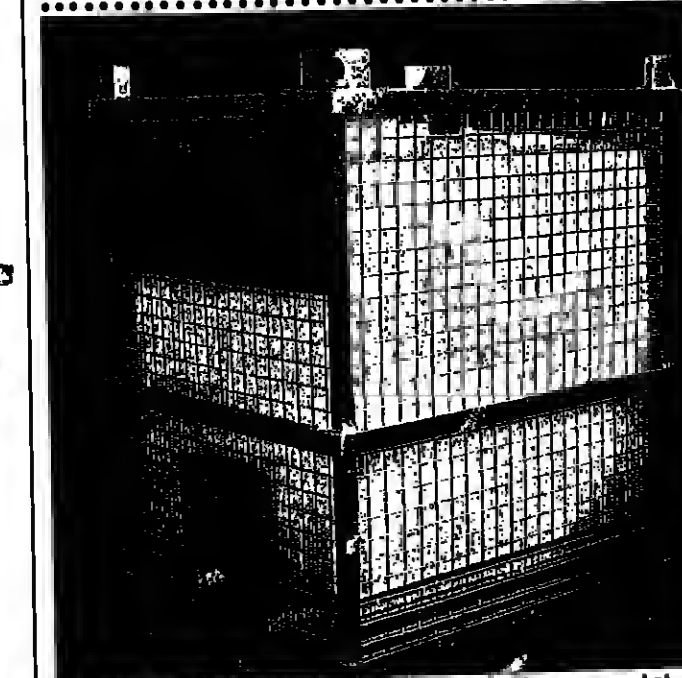
The shape will give a good on-shelf presence for many applications including toiletries gift packs such as soaps and flannels as well as flow wrapped confectionery, says

the company (PO Box 6, Coventry Road, Hincley, Leics LE10 0JJ - tel: 0455 238171, fax: 251338).

First samples will be pro-

duced next month and then bespoke containers will be available to order.

For further information **K6 112** Call for details 0839 772268



The T&D Bison HRM container: designed for the European market

## Ibc service increases

UK companies buying multi-trip ibcs from T&D Bison and exporting them to mainland Europe can now have the containers either refurbished or disposed of safely by new Benelux agent, Janus Vaten bv.

Based near Breda in the Netherlands, Janus Vaten (Energieweg 1, 4906 CG Oost-erhout, The Netherlands - tel: +010 31 01620 50915, fax: 23064) will now form part of the selling and servicing arm of the company. "It further demonstrates our commitment to Europe," says James Petty, operations director at T&D Bison, announcing the move at the show.

Also announced during the exhibition was the availability of two new products - the HRM and HRH ibcs - which are both composite additions to the range.

The HRM is a new version of the currently available HGM ibc, designed specifically for the European market as its dimensions suit a 1000 x 1200mm Euro pallet. The UN certified container has also been changed in a number of other ways to aid customer handling.

The ibc now has a larger inlet, from 150mm to 250mm, a larger labelling plate, beefed up anti-tilt bars and a top lifting facility supplied as standard. An in-liner system is also being developed.

It has been through UN testing in Sweden and should be available from this month.

A heavy duty version of this HRM has also been developed, and effectively doubles the ibc life from five to ten years by way of a heavy duty frame. This frame has been designed to last for ten years, while the inner bottle can be replaced after five.

This development is to meet the future needs of industry, says T&D Bison (Bowling House, Bowling Iron Works, Bradford BD4 8SX - tel: 0274 728285, fax: 390731). As disposal becomes more of an issue throughout Europe, the company believes that multi-trip ibcs will become more prevalent.

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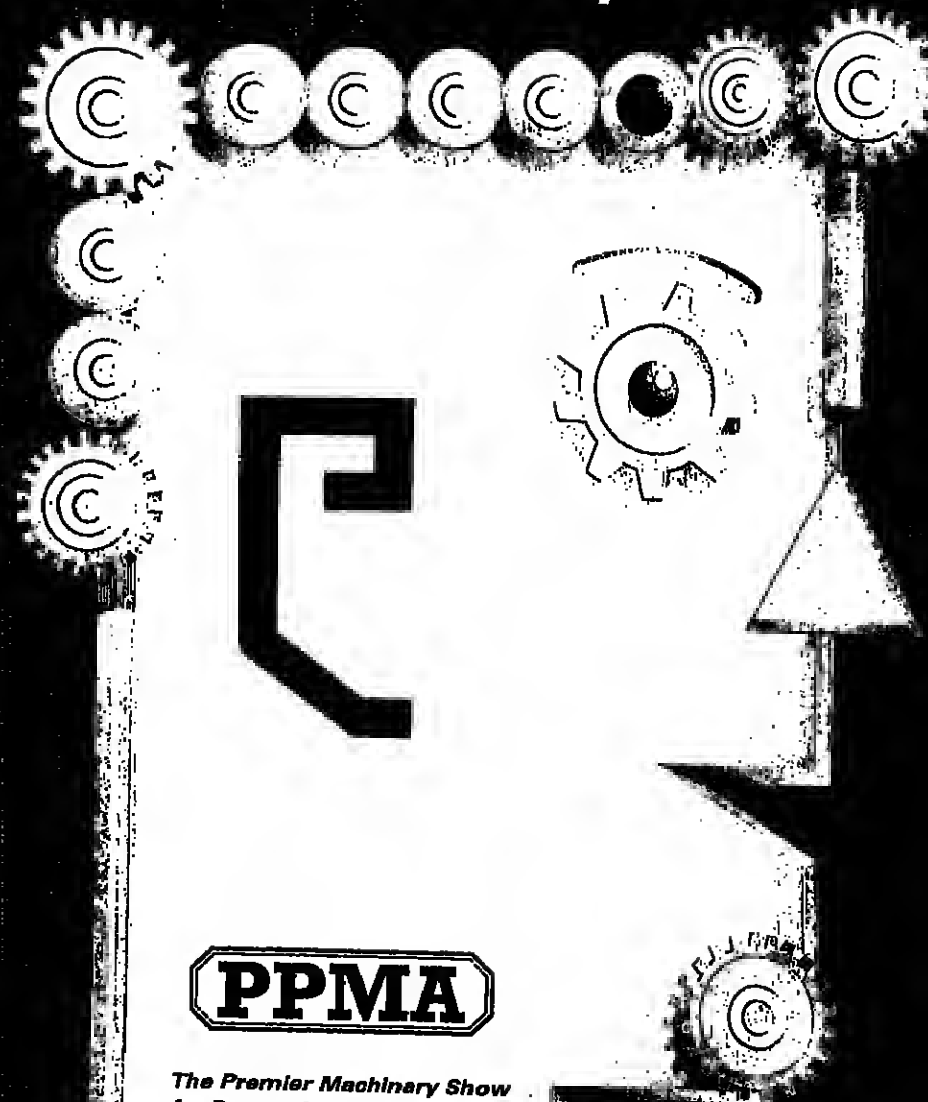
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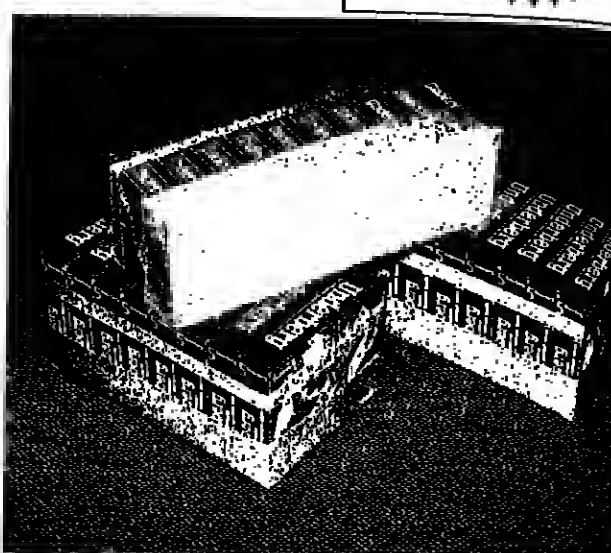
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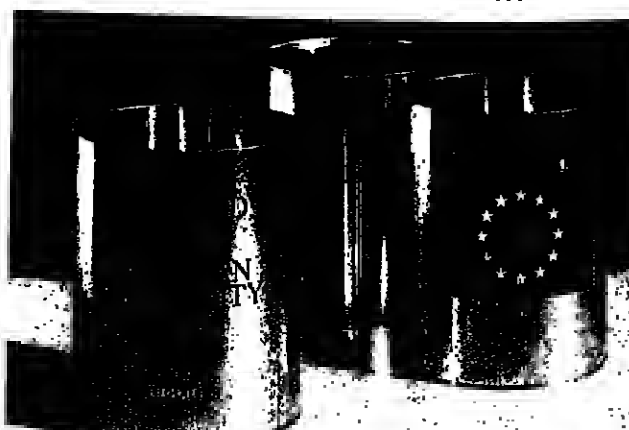
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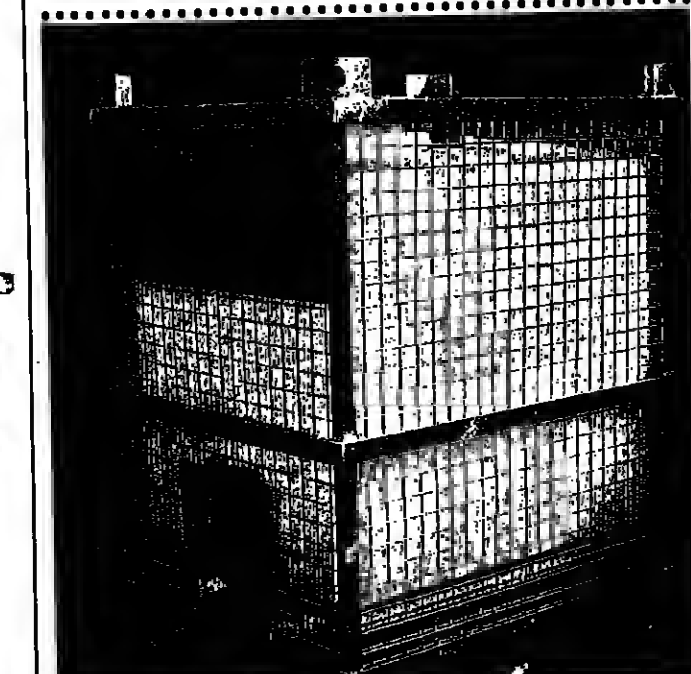
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It has been through UN testing in Sweden and should be available from this month.

A heavy duty version of this HRM has also been developed, and effectively doubles the ibc life from five to ten years by way of a heavy duty frame. This frame has been designed to last for ten years, while the inner bottle can be replaced after five.

This development is to meet the future needs of industry, says T&D Bison (Bowling House, Bowling Iron Works, Bradford BD4 8SX - tel: 0274 728285, fax: 390731). As disposal becomes more of an issue throughout Europe, the company believes that multi-rip ibcs will become more prevalent.

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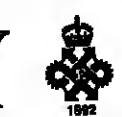


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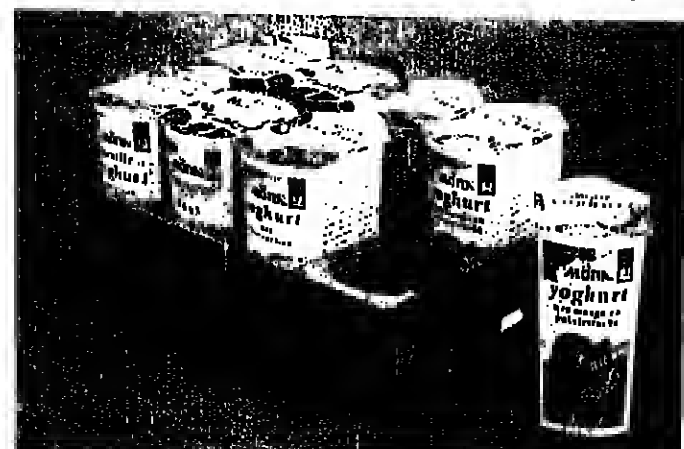
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## Sophisticated combinations and winning partnerships

The 18th Golden Nut Dutch Packaging contest saw three entrants pick up gold prizes, 14 packs awarded silver nuts and

honourable mentions given to a further 29 companies. Golden Nut winners were the Cirkant plastics cup for



Vegoplast bv takes Golden Nut for pp pot and tray combination

yogurt from Vegoplast bv, the Procona system for packaging fresh flowers from Pagter Innovations and the Suffpack from Van de Steeg Packaging bv, for floppy discs.

Taken from 88 entries, the competition organiser believes that the winners represent a 'golden' selection of developments and present a multi-faceted picture of the Dutch packaging chain over the last three years. The jury observed a tendency to reduce material and combinations of materials in a highly sophisticated way as well as greater partnerships between packaging converters and their customers.

Vegoplast's Cirkant pp pot

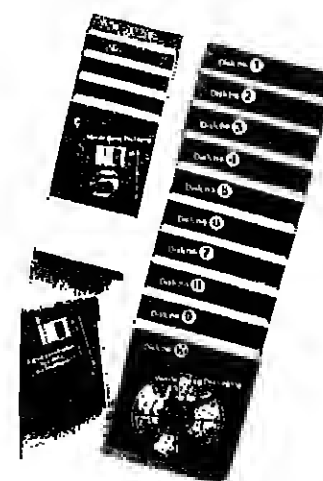
for yogurt and other dairy products is part square and part round and therefore offers a compact shape for both the retail shelf and transit. This design, along with the carton tray, meets excellently with the demands of the retail environment, said the jury.

The Procona-system is said to emphasise The Netherlands' leadership in flower exports and represent a highly functional pack for the transit of fresh flowers.

### Protection in transit

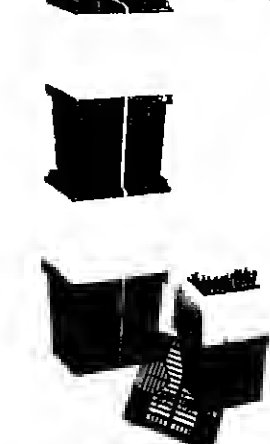
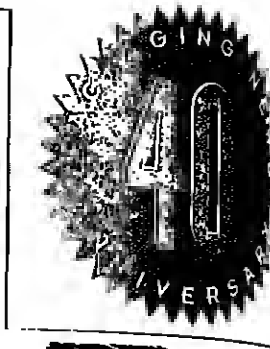
A corrugated container is fitted into a plastics water container which gives protection in transit, shop display opportunities and easy disposal when separated. The plastics pack can also be used many times.

An exclusively fibreboard pack for floppy disks or cd's is said to allow for optimum retail display and selling

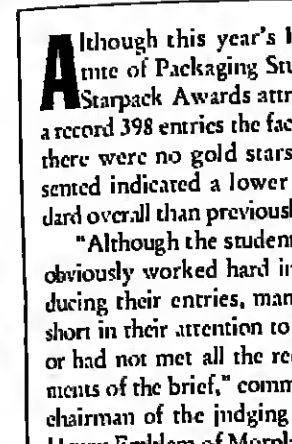


Van de Steeg Packaging bv takes Golden Nut for innovative concept in bundle packaging

power. The Shufflepack bundle packaging, displays cd's without the use of any extra closing devices or additional support materials.



Pagter Innovations wins Golden Nut for functional packaging for fresh flowers



Pagter Innovations wins Golden Nut for functional packaging for fresh flowers

Although this year's Institute of Packaging Student Starpack Awards attracted a record 398 entries the fact that there were no gold stars presented indicated a lower standard overall than previously.

"Although the students had obviously worked hard in producing their entries, many fell short in their attention to detail or had not met all the requirements of the brief," commented chairman of the judging panel Henry Emblem of Morplan.

The awards were presented by Jürgen Hintz, ceo of competition sponsor CarnaudMetalbox at Macropak last month and, at the invitation of the sponsor, thirty students travelled to The Netherlands to pick up their awards.

Eight silver stars, 19 bronze stars and a number of special monetary and work experience/bursary awards were presented by Mr Hintz during the ceremony. "We recognise the potential for much better design

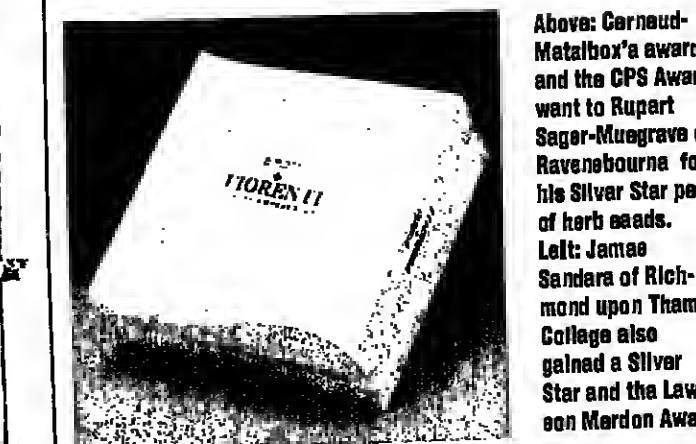
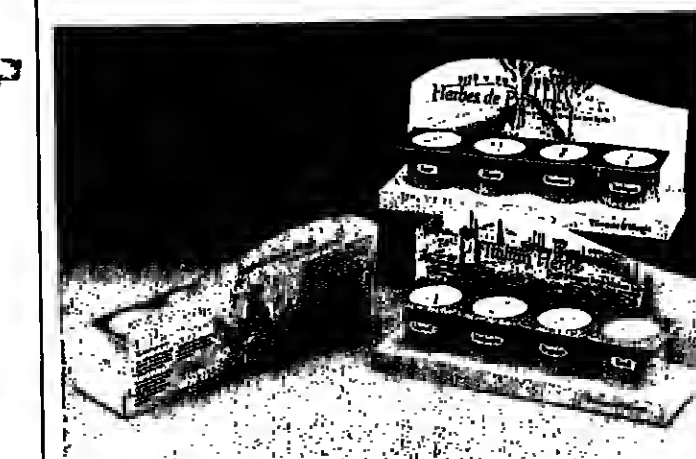


The most successful entrant was Suzanne Hudson of Amersham & Wycombe College who won a Silver Star, the IOP Award, the Gordon Wilson Trophy, the Prestige Award and a work experience opportunity

## Record entries for Student Starpacks

Chislehurst for his silver star pack of herb seeds.

James Sanders of Richmond upon Thames college gained a silver star and the £500 Lawson Mardon Group Award, while the David S Smith Packaging Award was presented to Sarah Wallman of Norfolk Institute of Art & Design.



Above: Carnaud-Metalbox's award and the CPS Award went to Rupert Sagar-Musgrave of Ravensbourne for his Silver Star pack of herb seeds. Left: James Sanders of Richmond upon Thames College also gained a Silver Star and the Lawson Mardon Award



On the 15th of January 1991, the 18th Golden Nut Dutch Packaging contest saw three entrants pick up gold prizes, 14 packs awarded silver nuts and

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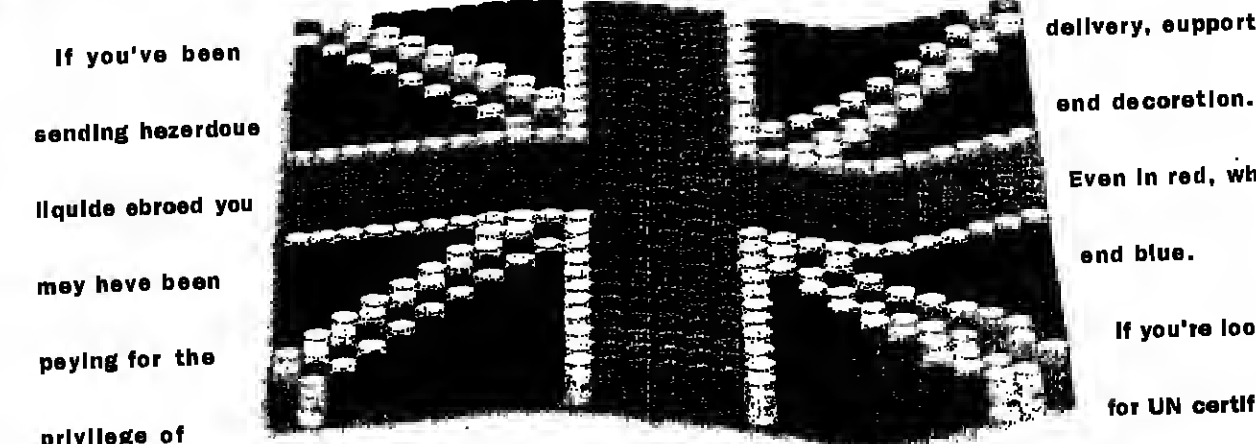
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Emphasising the lightweighting success over the last few years, the company has reduced weights down to 27g which will be down to 23g by the end of the year. Expectations of an all-steel can down to 19g in the coming years is also projected by the company.

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Also seen at the show were samples of what the company describes as 'flexible steel packaging' which will be suitable for producing trays for pet foods as well as human food products. This ultra thin laminated steel will be marketed in Europe by Huogovens.

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and support new generations of packaging designers," he said.

Taking the Eric Dickens Memorial Award for the most successful college in the competition for the third year running was Swindon College of Art & Design, while the most successful entrant was Amersham & Wycombe College's Suzanne Hudson. Suzanne won a silver star, the IOP Award of £75, the Gordon Wilson Trophy and the Prestige Award of £200 and a work experience opportunity.

CarnaudMetalbox's award of a two month work bursary at one of the company's European locations and the CPS Award went to Rupert Sagar-Musgrave of Ravensbourne College of Design and Communication.

Reflecting the lower standards was the fact that as well as no gold star presentations, no BPC Taylowe, MPMA or IOP primary awards were given.

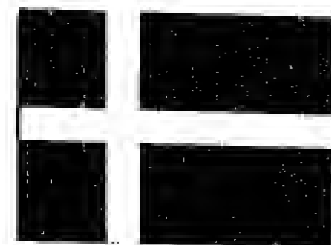
When assessing the entries, the judges are looking for a 'complete' package. Attention to detail, supporting material, research, cost effectiveness, technical feasibility, design, graphics and construction are all regarded as important.

If a good entry is lacking in just one of these areas then this could mean the difference between a gold and silver award. According to the IOP (tel: 0664 500055), students and tutors should ensure that the brief is understood and that the entry meets the brief.

PACKAGING NEWS/JUNE 1994



# EU states prepare to meet the Directive



In Sweden no packaging legislation has been passed as yet but the latest environmental initiative by the environment ministry is an Ecocycle Bill with recycling targets.

The main thrust of the Bill is to encourage producer responsibility and dates have been set for sectors under which they must comply. Olof Johansson, Sweden's Minister for the Environment, believes: "Manufacturers will show greater interest in turning out products that can be recovered or recycled."

Only two sectors, glass and corrugated board, are currently complying with the producer responsibility targets. Other sectors were due to comply as of July 1 but this looks increasingly unlikely, a spokesperson for the environment ministry tells *Packaging News*.

At the beginning of June the

government is expected to finalise the recycling targets for each packaging sector, following the publication of an interim report by the Swedish Environmental Protection Agency on the proposed targets.

Under the Bill, targets of over 90 per cent by 1997 had been proposed for glass bottles, aluminium cans and pet bottles. However, the Environmental Protection Agency has suggested much lower targets of 30 per cent recycling or reuse for plastics and paper; 50 per cent for aluminium and sheet steel.

An additional objective of 20 per cent energy recovery from plastics and paper must also be reached by the year 2000. A total recycling level of 70 per cent has been set for all materials by then.

The proportion of packaging in household waste is currently estimated at 25 per cent by weight and 50 per cent by volume. The government proposes that plastics that are derived from finite natural resource should be recovered and recycled on a greater scale.

Heavily pollutant plastic materials should be avoided

altogether, and support should be given to the development of alternative plastics manufactured from renewable raw materials. The use of chlorinated plastics such as PVC in products with a short service life will be phased out.

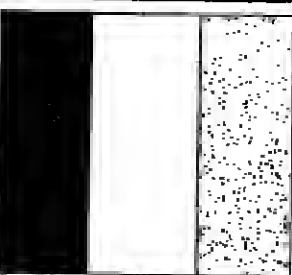
Waste to energy recovery is a key option within the government's waste management strategy and about 56 per cent of municipal waste is recovered in this way.

Since January, households have been required to separate their household waste into separate containers for metals and plastics, paper, cardboard and glass. This is in addition to the existing requirements for separating newspapers, aluminium cans and bottles made of glass and plastics. The average material recovery rate is around 16 per cent.

To further encourage sorting at source a waste tax is being discussed. This will form part of the Waste Collection and Disposal Act.

In Belgium, ecotaxes loom. As of April 1 soft drinks and sparkling water in non-reusable containers should

*As the European Union's packaging Directive continues its route to adoption, member states still have time to elaborate their response to packaging problems. Camilla Reed looks at the action of some of our European counterparts*



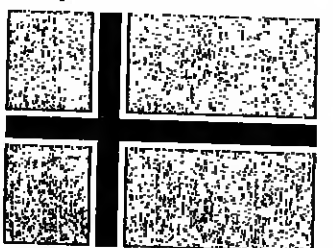
have had a Belgian Francs 15 per litre tax and Belgian Francs 7 on drinks cans and smaller plastics containers. These have been deferred until December 31 so that industry can meet the exemption conditions.

Beverage CanMakers of Europe (BCME) tells *PN* that: "The moves by the main Belgian mineral water producer, Spadel and major retailer Colruyt to dramatically increase the use of refillables does not help industry efforts to demonstrate how unacceptable the law's prime reliance on refillables is for the modern market place."

Refill quotas have been introduced: 60 per cent for soft drinks and 95 per cent for beers by 1998. In addition, there are short-term recycling quotas for non-reusable drinks containers - 80 per cent in 1998 for metal.

Efforts to get the ecotax thrown out permanently by appealing to the European Court of Justice have fallen on deaf ears so far. However, the BCME along with other packaging associations is pinning its hope on the EU Packaging Directive Council of Ministers' position which says that reusable and recyclable are equally valid.

"National legislation such as the Belgian ecotax, whose fundamental objective is precisely to discriminate between these different packaging systems and materials should finally become illegal under European Law."



Norwegians have been paying more for their pint since the beginning of the year with the introduction of two taxes on disposable drinks packaging, including returnables.

A basic charge of 70 ore

has been introduced on all drinks packaging, while a special environmental tax of 3 kroner is being levied on wines, beers, spirits and carbonated drinks and 30 ore on non-carbonated and non-alcoholic drinks.

Only milk, and drinks made from coffee, tea and cocoa are exempt from the environmental tax, which is reduced according to the returnable content of the packaging.

Packaging with a returnable share of 0-25 per cent pays the full tax, packaging with 26-94 per cent returns pays a gradually diminishing tax, and drinks packaging where 95 per cent or more is returnable will be exempt from the tax.

How much the tax will be reduced between the 26 per cent to 94 per cent band is still being negotiated by industry and the government.

Undoubtedly, the packaging industry is critical of the taxes claiming they do not form part of any coherent strategy and are unlikely to have any positive effect other than fill the Treasury's coffers.



The Southern Spanish region of Andalusia, has just approved an Environmental Protection Law, which will improve enforcement and regulation of environmental practices in the region. Packaging waste falls under the Environmental Control section of the law. Recycling, waste reduction and the methods of treatment for each waste stream are detailed, the Junta de Andalucía tells *PN*.

There are now over 22,000 Orwak balers and in-house waste compactors operating in 55 countries. Some 10,000 of the machines now in use have been supplied to UK customers by Orwak Linley Ltd (0202 885177). The 8020 baler is the latest baler to be launched, which has a top loading multi-chamber all served by a single movable baling head.

Results from two Scandinavian refuse derived fuel programmes, supported by the APME conclude that Europe could save £1000 million a year in non-renewable fossil fuels. Results

of the programmes together demonstrate that combustible packaging, mainly plastics and paper (1.2 per cent of Europe's total waste) can be converted into a fuel with a higher energy value than peat, wood or brown coal.

TIMCON, the timber packaging and pallet confederation, is supporting an initiative by the World Wildlife Fund for Nature that could result in an internationally recognised certificate for timber from environmentally acceptable sources with an independent body to oversee certification of sustainable timber.

The European Commission continues to debate with representatives of Member States the unresolved differences on the EU Directive on the landfill of waste. Problems still remain over co-disposal, preferential treatment of small landfills and the waste acceptance criteria.

System Hygienics (0323 520098) has pioneered a ductwork cleaning method into airhandling systems in packaging plants. The Jetvent system enables up to 100 meters of ductwork to be cleaned through one access point. Because the system uses a negative pressure compressed air dislodging technique, potentially hazardous contaminants are held completely safely by an extraction unit.



APME: Europe could save £1000 million a year in fossil fuels

Europe's pet bottle recycling rose from 18,000 tonnes to 23,000 tonnes in 1993, reports Percore, Pet Container Recycling Europe.

The Pulp and Paper Information Centre (0793 887488) has issued an information leaflet on environmental labelling. Information has been gathered

from sources in Europe and North America. And in an attempt to counter false claims from environmental pressure groups, the Cantra is aiding companies needing facts and figures at their fingertips. It is aiding McDonald's, which has decided to sue people personally for wrong statements made about its products.



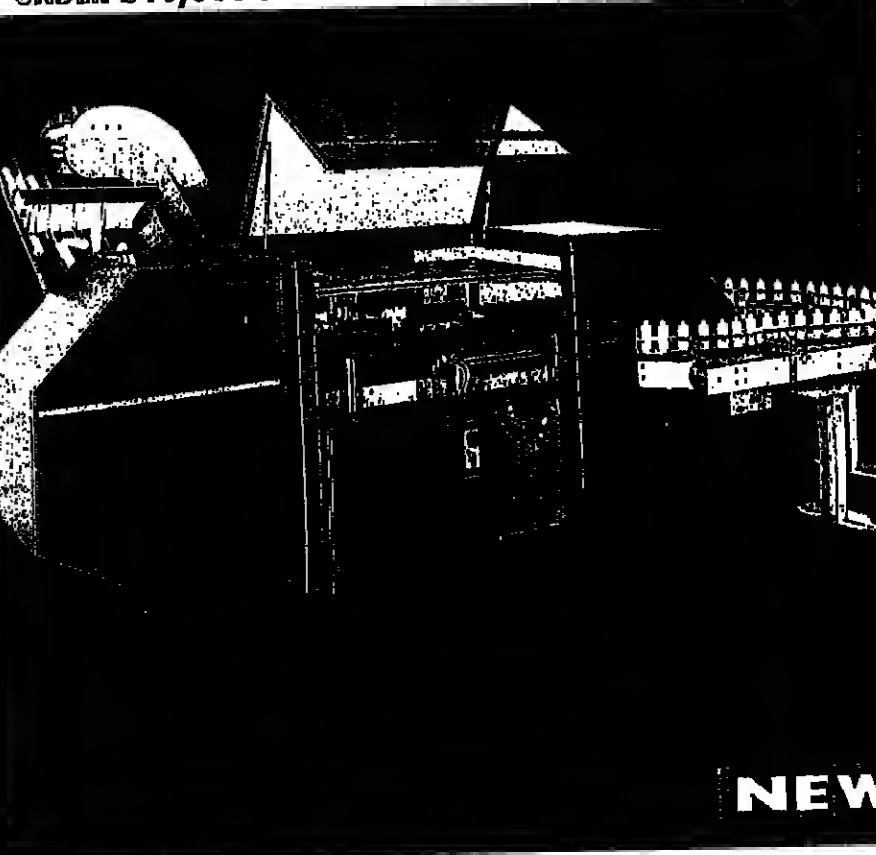
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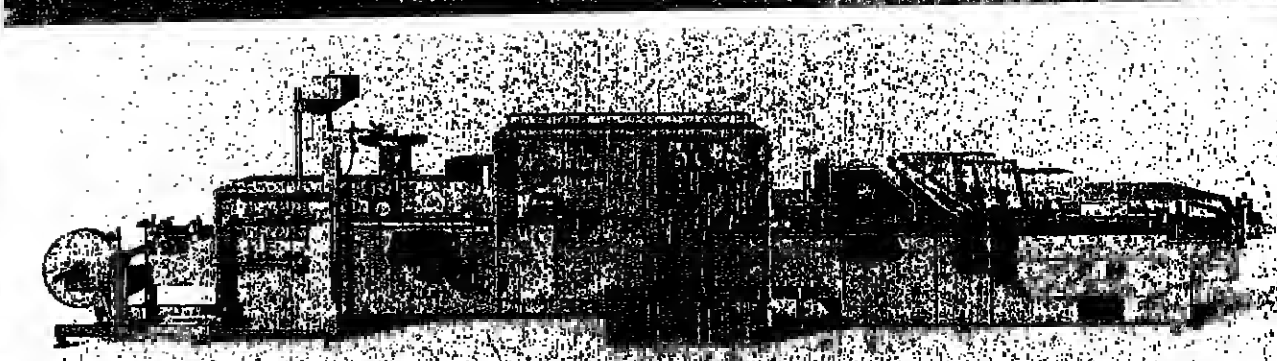
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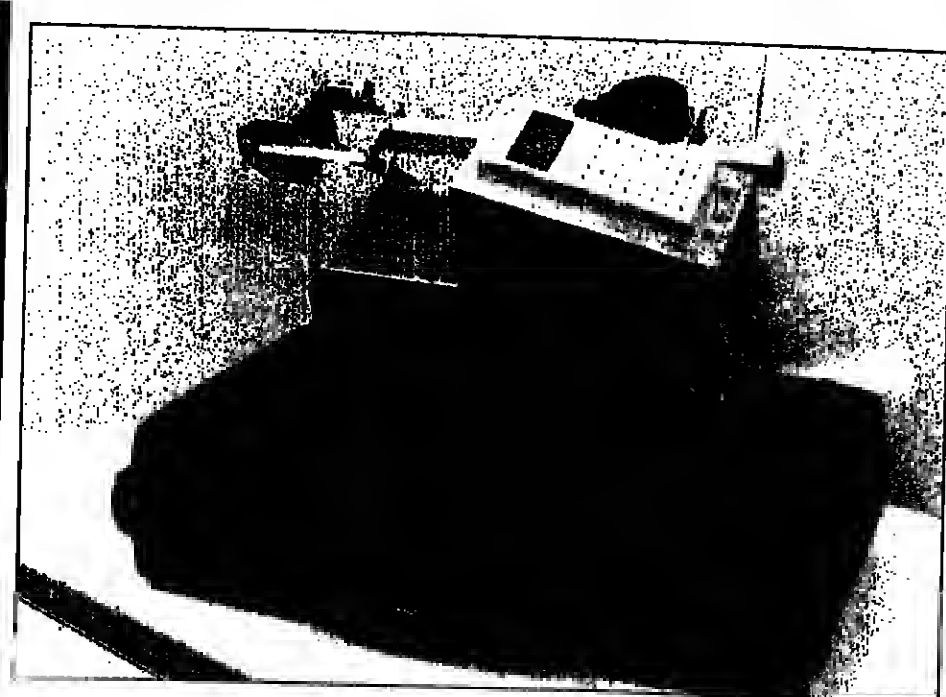
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**8-10 June**  
**Upekevka**  
Packaging trade fair, Perm, Russian Federation. Roger Pilkington Associates, Europe House, World Trade Centre, London E1 9AA - tel: 071-488 3344

**8-12 June**  
**Printing & Packaging '94 (ITM '94)**  
International printing and packaging equipment and materials exhibition, Kuala Lumpur, Malaysia. Andy Montgomery Ltd, 11 Manchester Square, London W1M 5AB - tel: 071-486 1951, fax: 071-486 8773

**16-18 June**  
**Printing of packaging**  
Course, Leatherhead, Pira International - tel: 0372 376161

**18-19 June**  
**Interpharm**  
Pharmaceutical trade fair, Leipzig, Germany. Intech Overseas Fairs Ltd, P.O. Box 142, Rochester, Kent ME3 7NR - tel: 0474 824032

**21-23 June**  
**ICAP Expo '94**  
Exhibition and conference on automatic and identification and data capture, NEC, Birmingham. Advansar Exhibitions - tel: 0244 378886, fax: 370011

**20-25 June**  
**Corrugated '94**  
Exhibition, Villepinte, Paris. Katrina Rowbury, Reed Exhibition Companies - tel: 021-705 6707, fax: 021-705 4360

**21-23 June**  
**Inttrade '94**  
Trade show, Wembley Conference Centre. Setform Exhibitions and Conferences Ltd, Europa House, 13-17 Lionmenger Row, London EC1V 3ON - tel: 071-253 2545

**27-1 June/July**  
**Europack 94/Interprint**  
Packaging machines and equipment,

materials and printing exhibition, Warsaw, Poland. Warsaw International, Postfach 330203, D-4000 Düsseldorf 30, Germany - tel: 49 211 456 002

**6-10 July**  
**ITM '94**  
International trade fair, incorporating Printing & Packaging '94, Kuala Lumpur, Malaysia. BCI Overseas Fairs Division, George House, George Road, Birmingham B15 1PG - tel: 021-455 9600

**7-10 July**  
**Mould and Die**  
International exhibition, Hong Kong Business and Industrial Trade Fairs, 18/F First Pacific Bank Center, 51 Gloucester Road, Wanchai, Hong Kong - tel: HSC 865 2633

**20-23 July**  
**ICT**  
International collection exhibition for finished products, processing and packaging machinery, Tokyo, Japan. Overseas Exhibition Services, 11 Manchester Square, London W1M 5AB - tel: 071-486 1951

**9-12 August**  
**Packaging and food processing**  
Exhibition, Jakarta, Indonesia. Top Repulo Co, 2102 Fu Fai Commercial Centre, 27 Hillier Street, Hong Kong - tel: 852 851 8603

**19-21 August**  
**Foodtec**  
International packaging and food processing exhibition, Kuala Lumpur, Malaysia. ADG Exhibitions, 1 Woodside Road, Amersham, Bucks HP6 6AA - tel: 0494 729406

**30-3 August/September**  
**BIUGRA**  
Trade fair for the printing industry, Leipzig, Germany. Intech Overseas Fairs Ltd, P.O. Box 142, Rochester, Kent ME3 7NR - tel: 0474 824032

**31-3 August/September**  
**AsiaFood**  
International exhibition of food processing, packaging and handling machinery, equipment and technology, Manila, Philippines. Trade Information Marketing and Exhibitions, S-324 Secretariat Building, PICC, CCP Complex, Roxas Boulevard, Pasay City, Manila, Philippines - tel: 632 832 0309

**5-9 September**  
**Packukraine '94**  
International trade exhibition, Kiev,

Messe- und Ausstellungs-Unternehmen, Ost-Handel Compagnie mbH, GSI Hamburg, Ulmenstrasse 10, D-22299 Hamburg - tel: 49 40 48 75 90-91, fax: 040 48 75 90

**7-10 September**  
**Paperbox World**  
Folding carton and rigid box exhibition, New Orleans National Blenheim Expositions, Fort Lee Executive Park, One Executive Drive, Fort Lee, New Jersey 07024, USA - tel: 1 800 829 3976

**13-16 September**  
**Lebelexpo USA '94**  
Exhibition, Chicago. Label Exhibitions Ltd, 131 Southlands Road, Bromley, Kent BR2 9OT - tel: 081-313 3535

**15-20 September**  
**CIP**  
Packaging trade fair, Beijing, NOWEA International, Ms. Ute Windhausen, Postfach 10 10 06, 40001 Düsseldorf - tel: +49 211 4560 743

**18-20 September**  
**Tokyo Pack**  
Exhibition of packaging materials and machinery, food processing machinery and equipment, Tokyo, Japan. Packaging Institute, 7F Kashiikichi Ningyo-cho Bldg, 3-10-1, Ningyo-cho Nishinashi Chu-ku, Tokyo 103, Japan - tel: 813 3 3249 6301

**19-22 September**  
**Prackpart**  
Printing, packaging and graphics exhibition, Danm, Saudi Arabia.

**20 September**  
**Introduction to labels and labelling technology**  
Two separate teach-ins, the Grand Hotel Krasnapolsky, Amsterdam. Cisse Brophy, event coordinator, Co-wise Management and Training Services, 131 Southlands Road, Bromley, Kent BR2 9OT - tel: 081-313 3713

**20-23 September**  
**Convertex '94**  
Trade show dedicated to the paper, board, film, plastics and foil converting industries, NEC, Birmingham. Jane Harris, Marketing Manager, Reed Exhibition Companies (UK), Oriel House, 26 The Quadrant, Richmond, Surrey TW9 1DL - tel: 081-948 9800

**21-22 September**  
**EASME '94**  
European adhesives and sealants

manufacturing exhibition, Bordeaux, France. Jane Malcolm-Coe, FAJ, Queensway House, 2 Queensway, Rehill, Surrey RH1 1OS - tel: 0737 768611, fax: 761685

**22-25 September**  
**Packaging Focus '94**  
Packaging exhibition and conference, on board P&O's Sea Princess. Richmond Events, London House, 243-253 Lower Mortlake Road, Richmond TW9 2LS - tel: 081-332 2422

**22-25 September**  
**Printpack 9/ProcessFeed '94**  
Pan Arab printing and packaging exhibition, Cairo International Convention Center, Egypt. The Arab Communication Group - tel: 20 2 348 4351

**22-25 September**  
**Thel PackPrint**  
Packaging and printing exhibition and conference, Bangkok. Reed Exhibition Companies - tel: 081-940 3777

**27-29 September**  
**PPMA Show**  
Machinery exhibition, NEC, Birmingham. PPMA Ltd, Progress House, 404 Brighton Road, South Croydon, Surrey CR2 6AN - tel: 081-681 8226

**27-30 September**  
**Materials, handling, storage and packaging**  
Exhibition, Oslo, Norway. Norges Varesmesse, Boks 130 Skoyen, Oslo 02122, Norway - tel: 47 22439100

**27-29 September**  
**Shibelez**  
Packaging Exhibition, Novosibirsk, Siberia. Overseas Trade Show Agencies, 11 Manchester Square, London W1M 5AB - tel: 071-486 1951

**29-30 September**  
**AFERA Congress**  
Congress of the European Sell Adhesive Tape Manufacturers, Amnecy, France. AFERA Secretariat, 60 rue Aubert, F-94408 Vitry Sur Seine Cedex, France - fax: 010 331 45 21 03 50

**29-1 September/October 1**  
**FeachPack '94**  
Trade exhibition for packaging, labelling and storage technology, Nuremberg, Nürnberg Messe GmbH - tel: 0911 6606-0

**29-1 September/October 4**  
**Toropack**  
Packaging exhibition, Poznan, Poland.

Overseas Trade Show Agencies, 11 Manchester Square, London W1M 5AB - tel: 071-486 1951

**1-5 October**  
**Typopack**  
International graphic arts and packaging exhibition, Thessalonika, Greece. ICO Ltd, Tsirimakou, PO Box 19025, Athens 117 10, Greece - tel: 30 901 0816

**3-7 October**  
**Europelect '94**  
International plastics and rubber exhibition, Paris-Mont Exhibition Centre, Promosations, The Colonades, 82 Bishops Bridge Road, London W2 600 - tel: 071-221 3660, fax: 702 3525

**5-8 October**  
**Interprint/Interpack/Interprint**  
International exhibition for the food processing and packaging industries, Jakarta, Indonesia. Reed Exhibitions - tel: 081-940 3777

**10-18 October**  
**Isapack**  
International packaging exhibition, Tel Aviv, Israel. Israel Trade Fairs Center, PO Box 21075, 61210 Tel Aviv, Israel - tel: 972 3 616 2422

**11-13 October**  
**Graphic Communications**  
Exhibition/conference on creativity in print and publishing, NEC, Birmingham. Richard Leed, Reed Exhibition Companies - tel: 081-948 9800

**11-14 October**  
**Udetranspack**  
International packaging and materials handling trade exhibition, Budapest, Hungary. Hungexpo Budapest, PO Box

44, HO-1441 Budapest, Hungary - tel: 36 1 571 3555

**11-14 October**  
**Printing and Equipment Show**  
Exhibition, Olympia, EMAP Tenta, 841 Righton Road, Panley, Surrey CR2 2HS - tel: 081-650 8008

**11-15 October**  
**Scapack '94**  
Show, Gdansk, Scandinavia. Pabst Crivell - tel: 0243 670754

**11-15 October**  
**Printexpo, Johannesburg, South Africa**  
Institute of Packaging (Services) - tel: 0114 500055

**11-15 October**  
**MEBA**  
Trade fair for metal processing, Leipzig, Germany. Intech Overseas Fairs Ltd, PO Box 142, Rochester, Kent ME3 7NR - tel: 0474 824032

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**Robert Ople believes that his Museum of Advertising and Packaging is an ideal medium for the industry to promote the benefits of packaging to the general public. He talks about his ambitious plans to Gail Lea.**

It is ten years since Robert Ople opened his Museum of Advertising and Packaging in Gloucester Docks, and in that time over half a million people have been to visit.

As well as reaching the public through these displays, Mr Ople himself has adorned many a Sunday supplement, appeared on TV programmes such as You Bet! and Challenge Anneka and taken part in radio programmes such as Melvyn Bragg's Start the Week.

In short, he is 'Mr Packaging' to the national media, whether press, TV or radio. It seems somewhat odd therefore, that the packaging industry itself has not capitalised on his impeccable contacts. Indeed, it is one of the few groups where his contacts are weakest.

"I have never gained any direct support from the packaging industry," he says. "We have tried over the years to gain sponsorship, but there always seems other things for them to spend their money on."

**"Never had support from industry"**

He believes passionately in learning from the past and thinks that packaging should form part of children's social history education. "Packaging along with retailing, advertising and the product itself makes up



# Mr Packaging

the consumer society we live in today and these should be looked at in an historical context," he explains.

"My gut feeling is that you have to understand the past to understand the present and therefore understand how to make the future better."

Back in 1963, and while still at school, Mr Ople started collecting modern packaging and has been researching the history

of packaging since 1969. In 1975 he set up an exhibition at the Victoria and Albert Museum in London called The Pack Age - A Century of Wrapping It Up. It caused a hell of a stir, he says and it was the only time the V&A had to lock its doors. He doesn't think it was just because a Wombles exhibition was running concurrently...

It got unprecedented press coverage with The Times cov-

ering it three or four times in its eight week run as well as several mentions in the Sunday papers.

In the exhibition's accompanying leaflet Mr Ople wrote: "Whether or not the social historian of the future will look back on the past hundred years as being the Pack Age, remains to be seen. Certainly they would be justified in doing so."

Mr Ople formed his company with Edward Garling -

whom he had first met on a fund-raising visit to Metal Box - in the early 1980s, and the museum opened its doors in August 1984. A steady stream of visitors have since been welcomed by Mr Garling and his wife Jan, including a huge number of school children - tomorrow's consumer.

Currently, the many highly visual displays are set up to represent nostalgia, but Mr Ople

Robert Ople at his west London home: the packaging of consumer goods has had a levelling effect upon society

would love to do more in terms of connecting this past to the visitors' next trip to Tesco.

"We could help the packaging industry enormously, and for a comparatively justifiable outlay, by putting the benefits of packaging across to the public," he says. He believes that

**"Museum could educate the public"**

people's endless misconceptions about waste and environmental issues will remain as no one is explaining things to them in a sensible way.

"Our museum is an absolutely ideal location for persuading people of the benefits in a fun arena," he says. "Why not have a wonderfully nostalgic display beside an exhibit which shows an environmental story?" he asks. The reason why not, is unfortunately, the lack of funding.

Mr Ople would also like to chart the history of around 300 key English brands, such as Oxo, Ovaltine, Colmans, Cadbury and Lyons. Our museum was set up from a nostalgic point of view to please the public, he says, so we do not show the technical changes or innovations in context at present.

"There is a lot more we could do for the packaging industry," he says. "A bit of sponsorship would start to transform the place."

"I can, in part, understand industry's reluctance to support a venture such as this: but the potential for influencing public opinion is there for the taking," he says. "I cannot be the unpaid archivist of 1000 companies for ever."

© The Museum of Advertising and Packaging is at the Albert Warehouse, Gloucester Docks, Gloucester GL1 2EH - tel: 0452 302309. It is open throughout the year: Tues-Sun, 10am-6pm (3pm winter).

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Norcor Holdings Ltd, the UK corrugated board manufacturer, is to seek a listing on the London Stock Exchange in the summer. The flotation is likely to be by way of a Placing, arranged by UBS Ltd as sponsor and stockbroker to the issue. It is planned to raise between £15 million to £20 million through the issue of new equity to repay borrowings, putting the company in a stronger position to fund capital investment and growth.

Pochney International has acquired a 40 per cent share in Capolo, the Italian canmaker with a turnover of £110 million. Pochney already has two other Italian subsidiaries and believes this latest shareholding will consolidate its position in the European market for food and general line cans. Capolo will continue to be managed by chief executive officer Carlo Sacchi and will be chaired by

Joan Querton, chairman of Pochney Food Packaging.

Jefferson Smurfit Group (JSG) is retaining a large part of its British packaging business. UK Corrugated will be known as Smurfit Corrugated Ltd. First quarter sales for the JSG were down by 1.1 per cent to US \$727.7 million on the same period last year, but income increased 17.6 per cent to US \$46.8 million.

3M has joined forces with Aetna UK and Twinpack to promote a range of handle applicators and multi pack taping systems in the UK and Ireland. Aetna (0234 376744) will also be responsible for distributing 3M's tapes and handles in the UK.

Viskase, the UK supplier of food casings in the UK, has completed its merger with fellow food packaging company, Filmeo

Euroform. The two companies will be known as Viskase Ltd (0222 388262), with both manufacturing sites continuing to operate. Md Bob Brown says: "Both Viskase and Filmeo were part of the same parent group for several years, but we had operated almost in competition with each other rather than in cooperation."

Peter Sengalar, former md of SCA Packaging Ltd, has purchased the company's specialist printing and point-of-sale operations at Corby. The three units have now been amalgamated to create CSP Print & Packaging Ltd (0538 200333). It aims to focus on five areas: reel-to-reel printing for the corrugated industry, cartonnage packaging, screen printed promotional products, flexo and litho-laminated display packs and carbon protective sleeves and stretchy pallet wraps.



Bob Brown, md of Viskase Ltd, and Roger Eves, marketing manager

Macfarlane Group (Clansman) plc, whose interests include Abbutt's Packaging, supplier of a large range of packaging, has moved to Clansman House, 21 Newton Place, Glasgow G3 7PY, tel: 041-333 9666, fax: 041-333 1988.

Sypol Environmental Management Ltd (0296 425715) has launched CHIPbase, a database software package designed to ensure compliance with the Chemicals Hazard Information and Packaging (CHIP) Regulations.

4P Packaging UK Ltd (0442 236800) has been appointed the UK agent for the Keyes Fibre Dual Ovenable Food Container Range - Ovenware II.

Hellen Machinery manufacturer, MAB srl, has appointed ACM Machinery Ltd as its exclusive agents in the UK and Southern Ireland. ACM (0734 811671) will be responsible for selling MAB's range of wrap-around cartoning and case packing equipment.

GUK Machines Ltd (0553 776008), the manufacturer and supplier of bagging and slicing equipment for the packaging and baking industries, has joined Howden Packaging Equipment Ltd and has changed its name to Rose Furgo (Bagging & Slicing).

Krone AD, the German tilling and packaging machinery manufacturer, increased its global sales by 17 per cent on last year to DM1,300 million and the turnover rose by 13 per cent to DM1,000 million. Around DM74 million was invested in expanding office in 1993. Group earnings remained at the same level as the previous year at DM58 million.

The Industrial division of Evoda Ltd (0786 57755), is seeking to appoint primary distributors in many parts of the UK for its Evo-Silk adhesives and sealants. The company wishes to build a strong national network of primary and secondary distributors.



A conscious shift is taking place in the APME (Association of Plastics Manufacturers in Europe) from being an organisation primarily addressing environmental issues to one concerned with communicating the benefits of plastics to a wider public.

As an association it represents 40 European polymer producers, accounting for some 90 per cent of Western Europe's production capacity. Its area of concern extends from the raw material of oil as far as plastics granules, but no further, and though they will liaise and exchange information, there are no formal links with the national plastics industry bodies.

When the association was set up in the mid 1970s, the impetus was towards perpetuating the growth in the use of plastics and their contribution to European economies. According to a 1975 statement of aims, APME set out to "coordinate and support all efforts aiming to further the safe production and safe and economical application of plastics, and thereby contribute to common technological progress".

A lot can be learned about the APME and its priorities in the 1990s from the backgrounds of the association's directors, in particular director general Nancy Russotto.

Originally from the USA, Mrs Russotto obtained her law degree in Belgium, and it was for this expertise and her knowledge of EC institutions that she was taken on by the APME's pvc group in 1988. In the intervening years, the legislative challenge facing the industry was the primary concern. Her contribution to the APME soon went far beyond the pvc group, and she took over as director general in

**Promoting plastics benefits**  
*Since its creation in the 1970s, the Association of Plastics Manufacturers in Europe (Apme) has increasingly found itself reacting to environmental pressure groups and the threat of legislation. Now the door is open to the Apme's more positive promotion of its members' products, writes Paul Gandar.*

October 1990.

Meanwhile, the need to demonstrate the industry's ability to come up with its own environmental solutions to waste issues had led to the formation of the Plastics Waste Management Institute (PWMI). Last year this was fully integrated into the association as its technical and environmental centre.

Fred Mader, director of the PWMI, became the deputy director general of APME. A chemist by profession, Dr Mader has spent much of his working life with Hoechst.

With the association's contribution to technical and environmental debates already

largely critical of plastics - from environmental groups.

Since 1992 the quarterly Packaging Communiqué has been sent to over 12,000 senior managers around Europe, highlighting environmental issues. Briefings and visits have been arranged for journalists, with given media relations aims each year backed up by a stream of literature and research.

The association structures itself both in terms of polymers - with ten product committees - and other sector-based committees dealing, for example, with food packaging.

Packaging has received most attention up until now, but increasing importance is being given to issues involving other "priority waste streams": automotive, electrical products and the building industry.

According to the APME, the industry has learned from the changes in public awareness experienced by the packaging industry over only a few years. In this time interest has shifted from

biodegradability to mechanical recycling and now to integrated waste management and resource optimisation. "We've learned from packaging that you shouldn't let pressure build up to the extent that you start to lose markets, and should never take for granted that the public will have a certain perception of your material," says Mrs Russotto.

The lessons learned from the lead up to the packaging directive can now be applied to other sectors where, says Mrs Russotto, the association will move much faster. She denies that one of APME's principal roles will be over with the final draft of the packaging directive. For a start, she says, the review mechanism will prove to be a vital part of the directive for the industry.

Among its membership, the APME has access to a huge pool of technical expertise. Ecobalance information is collected and communicated by the association, so avoiding duplication and lending authority to the data. There are strong links with the North American and Japanese equivalents of the organisation, says Mr Griffiths, as well as vertical links with the petrochemical and chemical industries.

Among recent successful projects initiated by the APME was the Pan-European bottle recycling initiative, which got underway in May 1993. Having identified this as a key area where the feasibility of different collection, recycling, and market and other waste management options could be assessed, APME has set out to collect as much data as possible.

As an extension of this project, Pacore (pet container recycling Europe) has been set up by plastics producers and converters to promote the collection and recycling of pet.

The technical and environmental centre of the APME divides its data collection activities into two areas: sectorial - looking at packaging and the other three major sectors - and



**European Plastics Bottle Recycling**

The logo of the Pan-European bottle recycling initiative

developed and its Brussels headquarters at the centre of the European legislative spider's web, communications remained as the fourth area left to master.

Alan Griffiths, communications director, heads a small team in Brussels but also a European network involving 10 different pr and communications companies. The aim was to reach opinion formers with the industry's own messages, countering those -



Nancy Russotto, APME director general: applying lessons learned

other sectors where, says Mrs Russotto, the association will move much faster. She denies that one of APME's principal roles will be over with the final draft of the packaging directive. For a start, she says, the review mechanism will prove to be a vital part of the directive for the industry.

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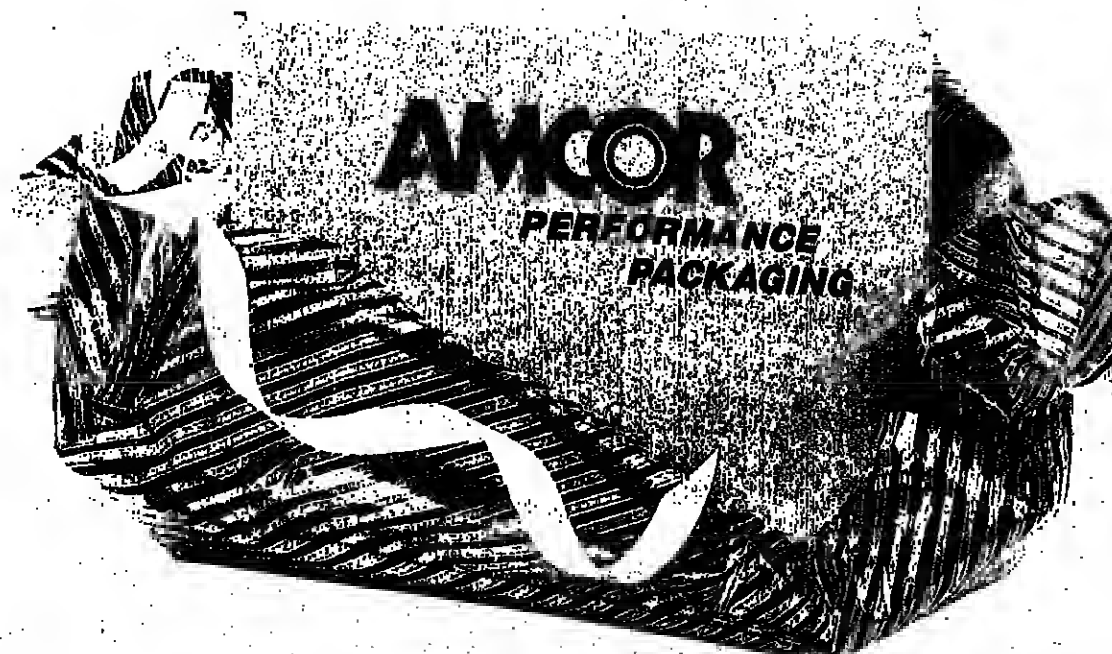


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## Design for the old include the young

"In a number of places we see that products and packaging are designed by younger people with little or no attention to functional limitations experienced by older people due to the ageing process."

So said Dr Laxman Nayak, director of research at the Centre for Applied Gerontology at the University of Birmingham, who went on to outline some of the problems.

Applied Gerontology is defined as the study of the interaction between consumer products and older people, and the centre was established to increase the awareness of designers and manufacturers to the differing needs of older people.

Although older people are now perceived as great in numbers and greater in spending power and, as such, are the targets of much commercial



The Owl Mark for good design

initiative and enterprise, older people are still the recipients of the ideas of the young, he told the symposium.

Dr Laxman outlined the decline in physiological effectiveness, which is an intrinsic part of growing old, and how this manifests itself through impaired vision, slower reaction time and poor muscle strength, as compared to capabilities when young.

"The Centre has therefore established a nationwide consumer group of people aged

55 and over living independently in the community. Called the Thousand Elders, the group help in consumer group evaluation and market research surveys. A subset is the 'Thousand Readers' group which help marketers to produce better designed instruction leaflets.

If, after evaluation by the Thousand Elders, a product is found to be generally suitable for use by older people then the product is awarded an Owl Mark - the Centre's endorsement for good design.

In a recent Lifestyle Questionnaire Survey using the Thousand Elders, a product was found that 42 per cent suffered from a bad back; 35 per cent had arthritis; 31 per cent had problems seeing near objects; 24 per cent had dexterity difficulties and 23 per cent found it hard to reach and stretch.

"Packaging designers should be aware of this deterioration and always bear in mind that if a packet is worth getting into, it should be easy to open," he said.

The Centre of Applied Gerontology - tel: 021-414 3407

## Arthritis poses the biggest problems

Jean Ashcroft, mbe is director policy and campaigning at Arthritis Care and, as well as outlining some of the difficulties experienced by sufferers, gave a practical demonstration with a shopping basket of everyday branded goods. Delegates were therefore shown the problems caused by certain packaging designs to Jean - a sufferer of rheumatoid arthritis for 23 years - rather than just hearing about them.

*"Weak grip and inability to squeeze or to press"*

"The main symptom of arthritis is pain, but there are many other associated problems," she said. These include lack of overall strength, weak grip, inability to squeeze or press, lack of manual dexterity and reach, as well as the inability to rotate the hand or arm.

Arthritis is the largest single cause of physical disability in the UK, with around 20 million people experiencing some form of rheumatic complaint during the course of the year. It is therefore one that a marketer cannot ignore, she argued.

As well as openability, Jean talked a great deal about handability. If a pack is too heavy, wide, slim etc, it is just as difficult to handle, not alone open.

Arthritis Care's mission is to work with and for all people with arthritis to promote their health, well-being and independence through services, support, self-help, information and influence. As such, the organisation welcomes contact with industry to work together to solve some of these problems.

Arthritis Care - tel: 071-916 1500

## Grocery response

Jane Moore, project leader - consumer concern programme at the Institute of Grocery Distribution outlined the work of this trade body in the area of openability.

The IGD works on behalf of the grocery industry and its preliminary research into this area showed that there were a great number of accidents associated with opening food and drink packaging. These findings prompted the IGD to conduct its own survey.

In June '92, the IGD published a detailed consumer survey, conducted in association with Birmingham University, which identified the problems consumers experienced when opening grocery packs.

This outlined many problems including injuries, spill products and consumers requiring assistance in the opening task. Interestingly, 48 per cent of respondents said they would not pay more for better pack design as they felt it should be part of the product on offer. If better solutions were available, however, they would buy these.

Indeed, 18 per cent of respondents had actually stopped buying packs that they found difficult to open.

"The IGD does recognise the conflict between ease of opening and safety as well as

## Conical jar development

This glass, conical food jar was designed with the over-fifty consumer in mind, and the student responsible won the Royal College of Art design competition sponsored by Rockware Glass.

Caroline Ellis, trade marketing manager at Rockware, outlined the progress to date of this development in her paper. The jar itself, prototypes of which are available, is

tapered, has a bulbous base to ensure stability and incorporates 'thumb prints' to aid grip. It has not, however, found its way onto supermarket shelves yet.

"Food manufacturers and retailers understand the needs of the changing market (in terms of age) but very few have acted upon this in terms of packaging design," she said.

Rockware Glass - tel: 0977 674111



Jane Moore, project leader the integrity of the pack, she said, which is why a three-stage programme has been put in place by the organisation.

Stage 1 calls for Immediate Improvements which is already underway, while the next stage will concentrate on the worst pack types and stage three - called Judgemental Improvements - will involve case studies of best practice and take a longer term view.

One thing Ms Moore stressed was the importance of industry and consumer groups building up a relationship which involves co-operation. "Industry must learn more about consumer needs but also consumers must understand industry's position."

The Institute of Grocery Distribution - tel: 0924 857141



## Ethical dilemma

The IOP's Easy Open symposium, convened to discuss the openability issue which relates especially to the so-called 'grey consumer', attracted 123 delegates. Gail Lea, chairman of the session, reports on the day's events.

This requires companies to provide more explicit patient information but Mr Scaife asked whether this is going to add to the confusion of the elderly when opening a pack for the first time.

*"We should reconsider policy of cres for all sizes"*

He then went on to talk about tamper evident and child resistant packaging and the moves by the Royal Pharmaceutical Society to lobby for child resistant closures (cres) to encompass all liquid preparations. He argued that government and those seeking a wider use of child resistant packaging should reconsider the policy of having cres for all pack sizes.

There should be a return to customer selection and preference, he argued. It works in

America and Canada, where certain selected packs are not child resistant, why not in Europe? At least it would be a first step in trying to help the elderly and infirm.

He went on to outline a potential constraint on the pharmaceutical industry in trying to make packaging easier to open. The cost of medicines for the elderly is borne by the NHS, a body which is under continual government pressure to reduce costs. Innovative packaging could therefore be perceived as an extravagance in this context, he said.

Easy open packaging is more likely to be developed by the manufacturer of a new medicinal product, he said as generics manufacturers have to sell their products in a very price sensitive market.

A possible answer is to progress the introduction of Patient Pack Dispensing, but under current legislation these too would have to be tamper evident and child resistant.

## Openability is set to boil over, says consumer research result

"The frustration felt by consumers about packaging is simmering below the surface and ready to boil over at the first opportunity," Chris Griffin, md of PI Design Consultants told the symposium.

This was the initial indication of consumer research commissioned by the company and presented at the seminar for the first time. Indeed, openability was the major problem consumers identified, as 90 per cent of females questioned and 72 per cent of males raised it as a problem area.

"Opening is the issue that has had the highest level of consumer dissatisfaction and has been raised with nearly all pack types," said Mr Griffin. As one male respondent in his mid 20's said: "I can't believe that I still have to struggle to get into a bag of crisps."

PI Design surveyed 100 people, although these numbers will increase as it continues.

Of those questioned, 16 per cent had some kind of disability, defined as arthritis at 60 per cent, 'weak wrists' or lack of strength accounted for around 30 per cent and 10 per cent had problems with eyesight.

As well as pack types such as the perennial sardine can,



Chris Griffin, md of PI Design: Opening is the issue that has the highest levels of consumer dissatisfaction across all pack types

consumers also had problems with such things as cellophane wraps, the coding of products, tamper evident closures, bottles, cartons and cans. "In fact, dissatisfaction was across all pack types," said Mr Griffin.

The presentation addressed the relationship in design terms between the product, pack and user, and according to Mr Griffin, brand owners need to address the issue sooner rather than later. As well as listening to the consumer, designers must also observe the consumer in action, he argued.

"The brief for delivering easy opening options will never be communicated by asking

the consumer," he said. "The only way is to observe the consumer from the point of purchase through to the use and ultimately, the disposal."

"It is more likely that others will try to compromise the design during development to meet their individual objectives, thereby taking the design off the original target," he said. Asked whether PI Design were currently given openability as part of a brief, he said that although it often formed part of the initial thinking, it rarely survived to the prototype stage, not alone to the store.

PI Design Consultants - tel: 071-727 3226.

## Keynote opening address

The keynote speaker at the Easy Open symposium was The Earl of Arran, Parliamentary Under Secretary of State at the Department of the Environment, who began by stating the essential role that food packaging plays in society.

"Key to the problems however are that there is too little, too much or, I would argue, too much bad packaging," he said. He did however believe that the industry was waking up to the issue of consumer perception of packaging. "The industry needs to give consumers packaging that they would choose," he said.

He went on to highlight the work of the Packaging

Standards Council (see PN - May 94, pg 1 and 2) and the importance his department places on it. He believes that it will prove to be a valuable channel for consumers and will play an important part in the whole issue of openability.

It will also be an effective channel of complaint about packaging, he said.

He also outlined the importance of the Producer Responsibility Industry Group and its plans for dealing with packaging waste in the UK.

"I would urge all of those involved of the need to get the right balance between all of the demands made on packaging," he said.

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## Easy open cartons give better options

"The milk carton is synonymous with 'difficult' to open packages, being rated second overall by the IGD's research (see pg 34) and only pipped to the number one spot of ignominy by the sardine can," said James Bryant, marketing manager - dairy of Tetra Pak.

But, some milk cartons can now be opened by both the aged and people with disabilities, he said, following the recent launches of 'easy open' options from the company such as Tetra Top.

Tetra Recap juice cartons have also been successfully

assessed by research company ConsultABLE (see facing), which specialises in testing products on groups of disabled people. In its research, ten out of twelve users preferred the ReCap over a Tetra Brik with perforations and to a bottle.

As these results demonstrate, some packages in our portfolio have proved successful in research, but this is only the beginning, he said. These packs and new ones will be developed to enable further improvement in opening and closing performance and importantly, minimise cost.

## EASY OPEN REPORT



Tetra Pak now offers several 'easy open' options on its cartons

What is also required is the encouragement of companies that are prepared to invest to make the IGD objectives attainable, he said. The retailers must be spurred on by the IGD.

Tetra Pak - tel: 0895 868000

## Research benefits long term market

ConsultABLE is an assessment agency with a slight difference, all of its consultants have a disability and it was this agency that Tetra Pak commissioned to help research its latest packs.

Julie McLeod outlined the benefits of using the company in terms of its user groups, which are specifically tailored to appraise individual products.

"We select a group of people whose disabilities challenge the ergonomics of your product," she said, "and then analyse the findings which can be acted upon without further

research. We can therefore help you to produce designs for the market of the future."

She talked of the burgeoning older population as a lucrative market, as the people in this group have benefited from legacies and personal pension plans and they no longer have mortgages or dependents. "We're not asking you to make your products especially for disabled people," she said, "just to consider their needs in your design."

"Most elderly and disabled people have the same problems opening packaging as we all have but their disabilities throw the problems into sharper focus," she said.

Consultable - tel: 081-682 0388



## Reflective label material adds barcode scan power

"Whatever the maximum distance of the scanner we can meet and extend it." In tests the label has been read up to 30 feet away, most labels can only be read up to several feet away. Developed in America, the material is in use there.

The key to its effectiveness is the retro-reflective material used in the feedstock, which is the same as that used in road signs. When used on a barcode label the material reflects the

beam of the scanner with superior brilliance, 3M (3M House, PO Box 1, Market Place, Bracknell, Berks RG12 1JU - tel: 0344 858000, fax: 858195) tells PN.

Facetstock is top coated to accept resin-based thermal transfer printing, which means that varying quantities of labels can be easily produced as and when required. Scotchmark 3929 labels will be claimed to improve warehousing operations since the greater scanning

distances allow higher stocking, bringing better space use.

In addition, the labels are also backed with a strong adhesive which will bond to most substrates, including metal, wood and cardboard. The durability of the facetstock allows images to remain readable longer than traditional barcodes, according to the company.

For further information, call 0839 772268 or circle number KG-415

## Shopping bagged under checkout counter

A system for beneath-the-counter carrier bag loading which takes the task away from the consumer is being used as one of the checkout options in three Safeway stores.

Integrated into the checkout, the Check-a-Bag system from Linpac Machinery Services operates beneath twin trapdoors easily within reach of the cashier. After each item

has been weighed or scanned it is placed in the bag, which is pulled from the reel and automatically opened by jaws under the counter.

Each of the twin checkouts at Safeway has two apertures, allowing operators to switch from one to the other and not stop between bags or when one reel runs out. Packed bags are conveyed to the back of the checkout for the customer.

"A number of bagging systems have been developed, but trials showed it was impossible for operators to maintain high standards of performance with them," says Tony Watt, management services director at Safeway. He adds that the retailer felt standards could be met with the Linpac system.

### Stops the drop

Loading operates in two phases to ensure that products do not get dropped the full depth of the bag, and possibly damaged. A mechanism at first closes off the bottom half of the carrier, which is only opened up once sensors signal that the first portion of the bag is full. The same sensors indicate when the bag is ready for

removal, and ensure that cashiers' hands are never caught in the trapdoor. The original system was bigger, noisier and more costly, says Safeway. The improved system operates in stores in Reading, Stirling and Petts Wood, Kent.

### Nine or ten a bag

"Every bag that leaves those checkouts is full of product. Rather than the previous average of four or five items, you are getting nine or ten in a bag," says Brian Hall, md of Linpac Machinery Services (Otterspool Way, Watford, Herts WD2 8LD - tel: 0923 233676, fax: 2566007).

Consumers most likely to use and benefit from the system are the elderly, disabled and mothers with children, Safeway believes. Manual packing by store staff is expected to be maintained as an option, even where Check-a-Bag is offered. The retailer stresses that the proportion of checkouts with the system will vary from new store to store, depending on the expected customer profile.

For further information, call 0839 772268 or circle number KG-415

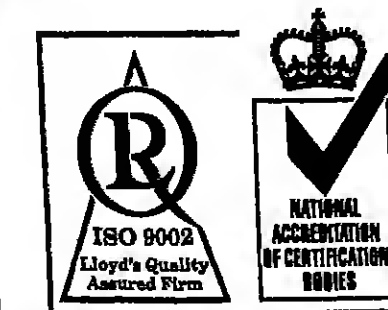


Check-a-Bag unit supplied by Linpac to Safeway, Reading

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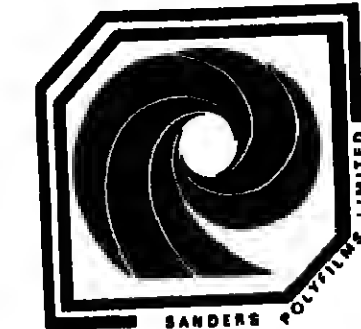


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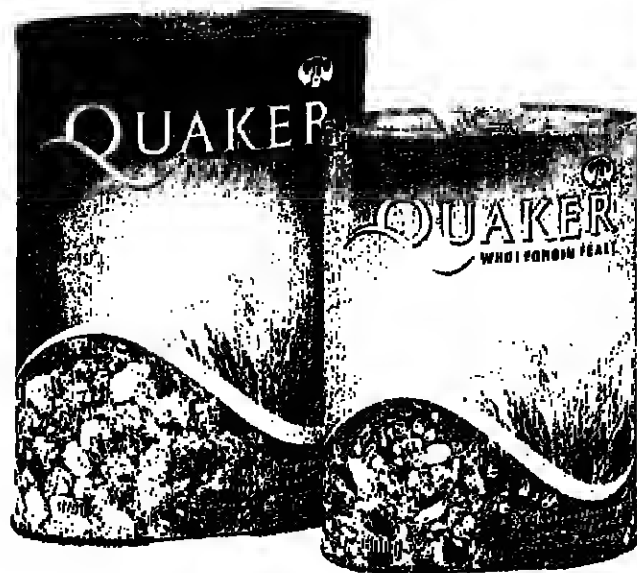
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## Closure developments

Nick Whita, marketing manager of CarnaudMetalbox Closures plc, outlined the many different technical options being researched to make the glass jar/metal closure combination an easier open option for consumers. The company supplies over 80 per cent of the UK requirement for metal twist end PT closures for the food industry and has been working on detailed testing of a number of variables with a UK retailer to look into the issues raised.

GMB Closures plc - tel: 0202 674321.



European brands are extending the use of metal caps into dairy

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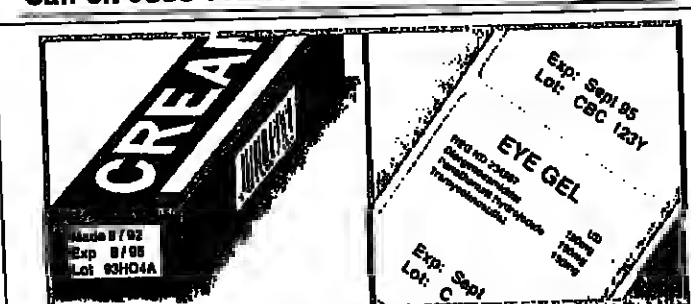
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a time...



No wonder everyone came to know the name of the maker because where he went, everyone else followed. And everyone who bought from him lived happily ever after.

The image shows a collection of vintage documents and photographs, likely from a historical archive. The documents are fanned out, revealing various content:

- A document at the top right contains a list of names and dates, possibly a roster or log.
- A document in the center features the title "THE GEMINI RANGE" and a large, stylized illustration of a mountain range.
- Another document on the left shows a list of names and dates, similar to the one at the top right.
- There are several small photographs and illustrations scattered among the documents, including what appears to be a portrait of a person and a landscape scene.
- The documents are aged and show signs of wear, with some text and illustrations appearing faded or obscured by shadows.

### Six patterns of Gemini Embossed paper from the Carrongrove Mill

"Problems with leaky tuft-  
fees were overcome by drip-  
ping the sweets in the aqueous  
wax, which then liquidises  
quickly around the sweet and,  
as the machine twists at point  
of hold, it holds the sweet

*"Papers now developed for soaps"*

The company is trying to penetrate the market with two main products for packaging: Trucard, a solid bleached board coated on one or both sides; and Lustrulus, a cast-coated board which gives an extremely glossy print surface.



One of the challenges fac

- ▶ Low level of interest
- ▶ Accepted unquestioned
- ▶ Some awareness of drive to reduce
- ▶ Plastics the most dynamic
- ▶ Cartons longstanding, unchanging

ing Pro Carton, according to research, is the tendency of consumers to take the material for granted. "Cartons work so well that people don't even notice them. When things do their job that well they may indeed leave the impression of being dull and uninteresting," explains newly elected chairman Richard Dalglish.

Contact with and feedback

# Cartons boosted by consumer contacts

The historical perspective is one which will be made much of in the presentation to consumers, with examples of older and contemporary cartoons. "If you show what cartoon X looks like then and what it looks like now, you can illustrate the advances made in design," says Mr Daleleish.

Also to be addressed  
Pro Carton are the specific  
When practical improvements  
to a pack are available, the  
association will be interested  
know why packers and retailers  
choose to stay with the

Pro Carton's research, carried out by HPI, showed that consumers attached far more importance to the functionality of a pack than its environmental credentials. But the association will nonetheless be spelling out its environmental message: "Carton waste has much better chance of realizing its value than a lot of other packaging," says Mr Dalgleish.

As demonstrated by the composition of the newly elected committee, which includes just one equipment supplier, the association is dominated by board and carton producers. One of Pro Carton's aims will be to broaden this base and bring into the membership more of the link machinery and equipment suppliers with interests in the carton industry. This will fit in as part of a drive to double Pro Carton's membership over the next two years.

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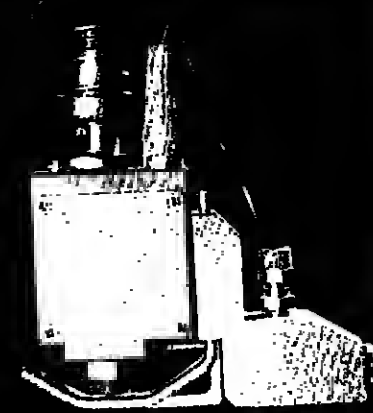
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# Imaginative uses of virgin and recycled

When Quaker made what at the time was billed as the biggest change to cereal packaging for decades (see *PN* March '94) with the launch of its two products Feast of Flakes and Wholegrain Feast, the company specified what is clearly a board with a large recycled content.

Not only did Quaker choose not to abandon the tra-

dition which associates cereal cartons with recycled board, but the oval pack demonstrated that the mix of shorter and longer fibres could give the technical characteristics such as combined flexibility and strength that were required.

According to manufacturers of recycled board, the same performance would have been possible from virgin. But even

if there have been published complaints from consumers about opening and closing the pack, it does show that recycled board can be used just as imaginatively and effectively in terms of shelf impact.

Cereals and tissues are two sectors which have traditionally used recycled board. Because cereals need to be sealed in an inner bag for crisp-

*Paul Gander looks at the merits of recycled board versus those of and the reasons why some carton manufacturers still prefer virgin*

ness, this is one area where there is little option of using lined virgin cartons and eliminating the bag.

Even in areas such as frozen food, where board strength and moisture resistance have been central to any specification, recycled fibre is making inroads into the market. Robinson Carton Packaging, where the Quaker Cartons are produced, says that it is using increasing quantities of Fiskeby Frost for its customers' frozen products.

There have been, according to Robinson, a number of reasons for this shift. Even if customers have not to date seen a significant commercial advantage from using the hard sized recycled boards which have become available, non-virgin



recycled board for environmental reasons, they will not do so if there is any price premium to pay.



Cartons produced by Robinson Carton Packaging for Quaker

has been given a second opportunity to increase its share of the market since more and more food is pre-frozen prior to packaging, says Robinson (0246 220022). This means that the same moisture resistance is not required from the board.

So far, says recycled board manufacturer Fiskeby (0296 26219), the use of non-hard sized recycled board for frozen foods is widespread in Germany and other mainland European countries, but is not increasing in the UK. Meanwhile, the volume of Fiskeby's own Frost board has risen in the two years of its presence in the UK to several thousand tonnes.

According to Iggesund, brands putting greatest emphasis on presentation or requiring better strength guarantees tend to specify virgin board. Those in the industry insist that though retailers and carton manufacturers will specify

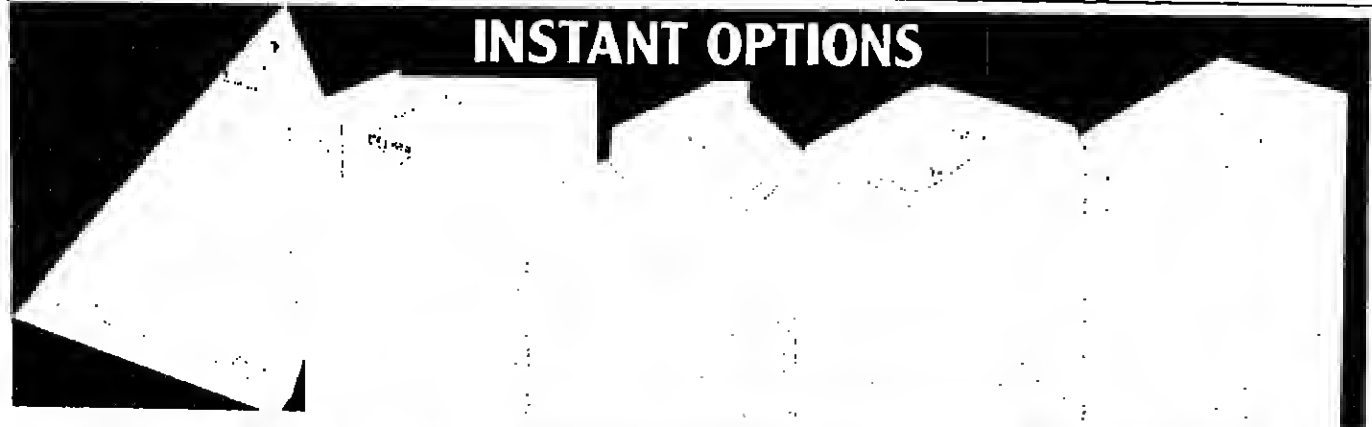
Where consistent characteristics and quality are required to support a brand, its own experience suggests that virgin fibre still tends to be used, says Iggesund Paperboard (0908 640123).

Figures from CDC Ltd put the proportion of UK carton consumption in food packaging at 64 per cent. In this sector, 71 per cent of board used is virgin fibre, 61 per cent in perfumes, cosmetics and toiletries, 72 per cent in pharmaceuticals and virtually 100 per cent in the tobacco industry, where control of taint and odour is vital.

Carol Hammond of the Field Group has raised the issue of the stiffness/weight ratio with virgin and recycled fibre (*PN*-Iggesund Seminar report, *PN* Nov '93), and estimated that users face a 10 to 20 per cent grammage increase

Continued on page 43

## INSTANT OPTIONS



## INSTANT IMPACT



## INSTANT OPENINGS



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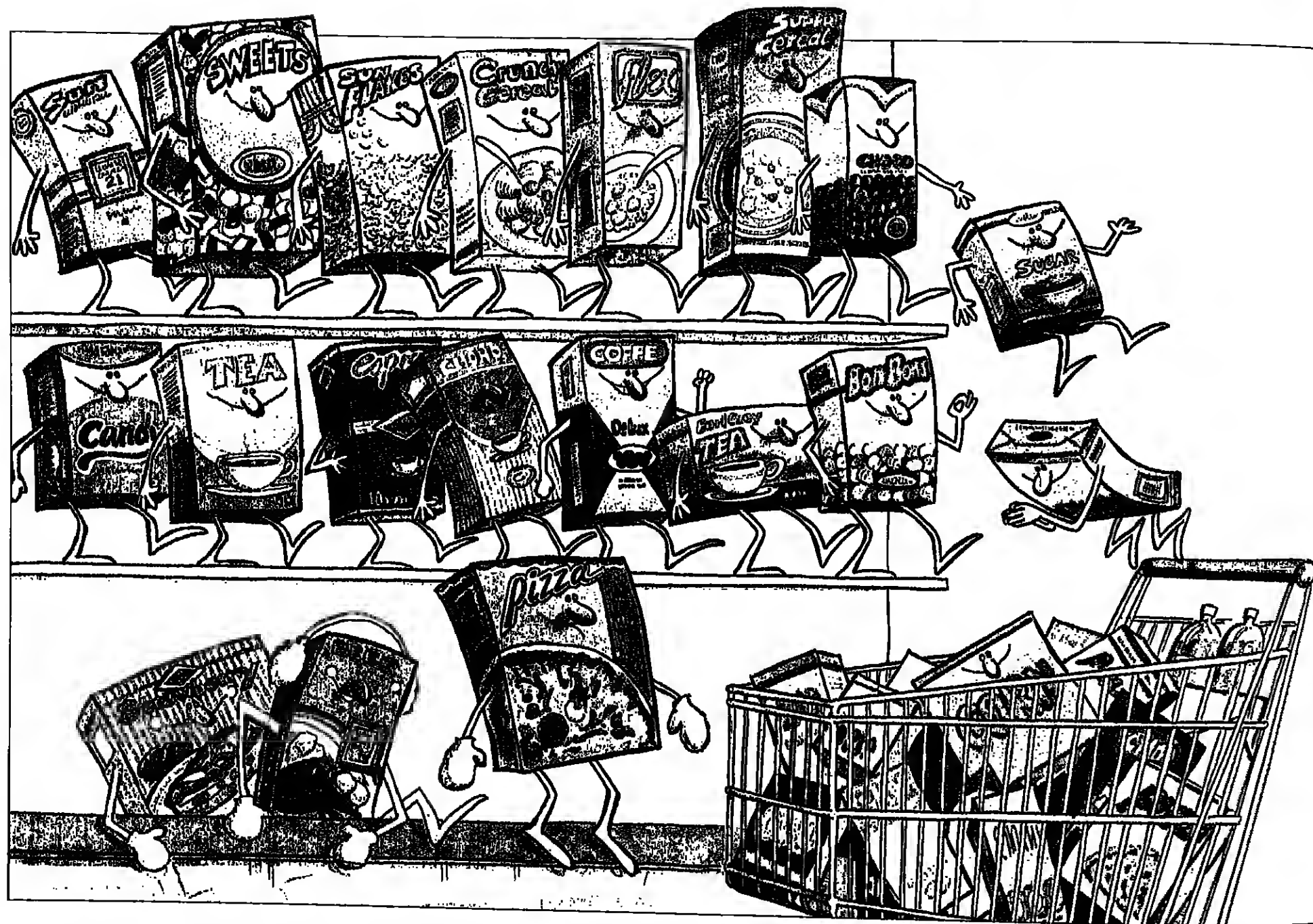
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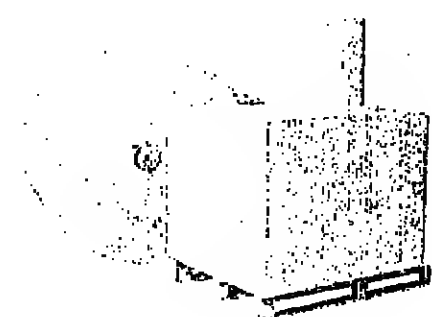
Leaders in Plastics Containers



# Fiskeby recycled board for food



Fiskeby Board produces board from recycled fibres, with the brand name Multiboard. The Mill can offer a broad range of qualities, including Barrier Grades from the Mills PE extruder. Fiskeby Board, located in Sweden, is a part of Riverwood International, one of the worlds leading producers of packaging board.



Fiskeby offers a recycled approach to packaging food products. The Multiboard range of 100% recycled Whitelined Chipboard grades is already being used in a wide range of food cartons, including Breakfast Food, Tea, Coffee, Sugar, Frozen and Chilled Foods, Confectionery and many others. All have gained from switching to Fiskeby.

Fiskeby Multiboard combines high quality with low environmental impact. All paper and board comes from a natural and renewable resource. But the Multiboard range is based on first generation recycled fibres, giving strength and consistency for good printability and runnability on filling lines.

Try Fiskeby, Try Multiboard!

## MULTIBOARD Fiskeby Board AB

Fiskeby Board Ltd, Suite 8, Lloyd Berkeley Place, Pebble Lane, Aylesbury Bucks  
Tel. 0296-26219, Fax 0296-82682



Continued from page 40

when switching from virgin board to recycled. This and other considerations such as the more critical role of quality control should be taken into account by any user changing board types.

Iggesund for its part puts this differential at 25 per cent and highlights the paradox that the paper and board industry in the UK uses 60 per cent recycled fibre in its production while recycled cartons inevitably require imported material. The company makes the point that while this may help the waste paper problems of other countries it does nothing to recover value from UK waste.

But while the UK industry as a whole is a keen user of recycled fibre, the share taken by board for cartons is far lower at around 35 per cent than the European average of 60 per cent. Producers of recycled board see this as an indication of the scope for further increases.

Alastair Thomson, commercial director at Jowett Ltd (0532 795041), agrees with Iggesund's view that brands concerned with runnability and high quality print still tend to opt for virgin fibre-board. Some users, given the environmental acceptability of reduced packaging and the possible cost savings involved, are moving into coated virgin fibre cartons and dispensing of inner bags, he says.

Guaranteeing the consistent quality of cartonboard of whatever type has never been easy, but newer grades of virgin board especially are giving carton converters the results they want. Robinson, for example, reports a nil complaints record for cartons produced over the past 18 months using Sincote, a coated folding boxboard from United Paper Mills, trading in the UK as part

United Paper Mills' Sincote Mill in Finland: the company trades in the UK as part of Finnboard

ments. Migration from the ink content of chipboard is the greatest risk, says Brian Riding, sales and marketing manager at the company (0937 842061).

In many ways, carton producers see the selection criteria for the two broad types of fibre converging, both in terms of price and quality. Whereas in the late 1980s users saw a steep rise in the price of virgin fibre based folding boxboard - with three price rises in just a year - prices have been much closer for the past two years or so.

Meanwhile, the range of options available with recycled board has grown and, according to carton manufacturers, the higher quality recycled boards are approaching the performance levels of virgin cartonboard with vast improvements in print quality, too. Many cartonmakers have invested in equipment for converting recycled board, and so are more likely to keep using it.

Jowett believes that it is now much easier for users to make informed material choices. "People are actually looking at what works for them, rather than just being bowled along on the environmental bandwagon," says Mr Thomson. Fiskeby sees the 'virgin v recycled' debate as potentially damaging the market as a whole.

"I believe that this debate detracts from what should be our main objective - to promote the advantages of cartons and cartonboards generally. All cartons come from a renewable and natural raw material resource," emphasises



Virgin board cartons, held to be at the forefront of brand strategy

of Finnboard (0628 411611).

Stora Billerud Newton Kyme Ltd supplies almost exclusively virgin fibre board, although its Newton Rose grade includes clean board waste - not post consumer waste. The majority of Stora's board goes into direct food contact applications, where using any post consumer recycled waste would be too risky given health and safety require-

Sune Pettersson, md of Fiskeby Board AB.

"In our experience, the choice of board often comes down to the application in question. We would not pack confectionery into greyback chipboard or spark plugs into solid bleach sulphate board. It's a question of horses for courses," explains Robinson. Cartons md John Wood.

Producers of recycled

PAPER AND BOARD



43

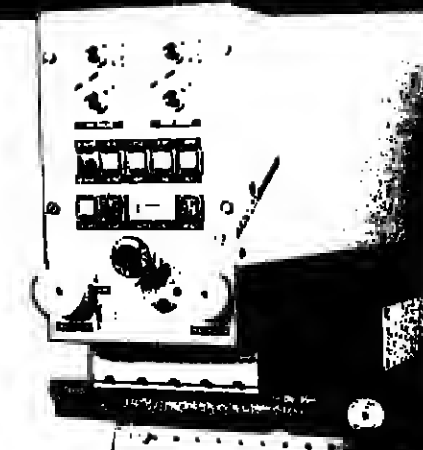
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**44 PAPER AND BOARD**

**Demands for greater versatility and lighter materials continue to beset the corrugated sector. Here Camilla Reed looks at some of the corrugated products which offer multi-colour opportunities and contribute to the combined transit/retail role of this sector of the industry.**

## Sector picks up

Despite a rocky last couple of years, investment in the corrugated sector now seems to be picking up. The Paper Federation estimates that capacity in the corrugated sector will rise above the levels achieved in 1992 and 1993 when a number of closures were announced and there was an oversupply of materials throughout Europe.

In April, Smurfit Corrugated Cases announced it would be investing £16 million in its plant at Lurgan over the year. "We will be increasing capacity significantly at Lurgan as part of a plan to meet anticipated growth in the Irish market over the next three years," said Joe Ryan, chief executive of Smurfit Corrugated Cases.

The corrugated sector has embraced the environmental challenge mainly because the use of lighter and less materials is being demanded more and more by designers and customers. The amount of board used in the average cardboard box is now 15 per cent less than it was five years ago.

John Wootton vice chairman of the British Fibreboard Packaging Association says, "We've steadily increased the speed of our customers' packaging lines and we've redesigned our products to give maximum strength from minimum paper content."

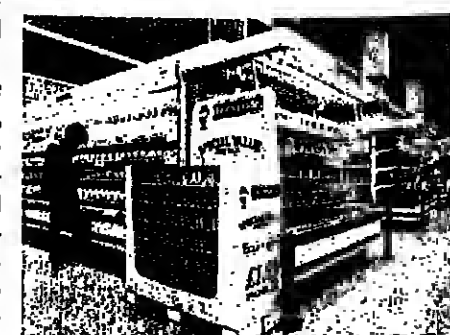
Certainly the move among a number of products towards decorated single piece corrugated packs has continued, and multi-colour quality graphics which contribute to the retail/display role are given more and more emphasis.

## In-store savings

Homepride Foods is the latest company to use a free-standing Pal-Box Display unit for the launch of its special offer Twinpack in Asda stores. Benefits of the display pack include: increased shelf space in store; less packaging; and a reduced reliance on pallets.

To maximise consumer impact, Homepride is supplying the Twinpacks pre-stacked in the ready-to-merchandise Pal-Boxes, which are produced by David S Smith Corrugated at Ely.

Custom made, the Pal-Box is usually produced from doublewall corrugated. But Reg Wooding an area sales manager at David S Smith tells *PN* that a variety of flutes ranging from a heavyweight double to a single wall corrugated BA flute can be used for the pack.



Homepride promotes its Twinpack in Asda

safely in supermarkets," says Mr Wooding.

For Homepride, the 400 jar Pal-Box has been designed with a removable front panel, which when removed and inverted, is fixed to the back to form a header display.

In terms of cost, the company says that Pal-Box is similar to that of a pallet loaded with conventional outer packs, and because it eliminates shelf stacking, there are significant labour cost savings. Although Pal-Box may be equivalent to around 30 cases it does have some on-costs.

The company (Queen Adelaide, Ely, Cambridgeshire CB7 4TZ - tel: 0353 663355, fax: 666900) says it is now targeting supermarkets, dry stores and is starting to develop into the food industry.

The main disadvantage of the Pal-Box is it requires a lot of space at the end of a line.

For further information K6-134 Call for details 0839 772268

**40 YEARS**

**PAPER AND BOARD**

**F-flute goes for cartons**

Improvements to NorFlute, the F-flute board produced by Norwich Corrugated Board (NCB), have resulted in the gauge being further reduced to an average 900-1000 microns enabling the flute to be litho as well as flexo printed.

When NorFlute was initially launched in the UK (see *PN* - Dec 1993) the average thickness of the gauge was from 1200 to 1400 microns.

"NorFlute is so thin it allows the converter to use standard litho technology. Tests have given excellent registration and colour reproduction", says Jeff Hare sales director at NCB.

"The litho presses have to cope with tolerances of up to 1000 microns," Mr Hare tells *PN*: "Our tests were carried out on standard presses operating at this thickness and all the printers who have been working with us during this development process have reported that running NorFlute is no different to running cartonboard of a similar thickness."

The company (Fishergate, Norwich NR3 1SJ - tel: 0603 660041, fax: 761286) is still exploring NorFlute's potential. "The ability to print directly in four colour litho makes NorFlute even more suitable for



Improvements to the F-flute board from Norwich Corrugated Board means there is now potential for its use as a primary packaging material in areas currently using cartonboard

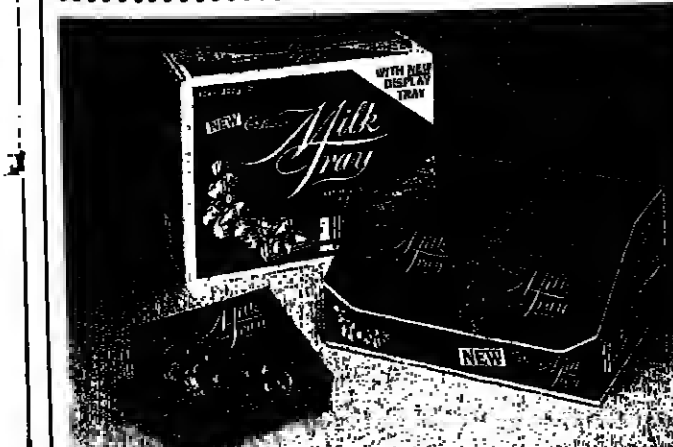
primary packaging in areas now using cartonboard," claims Mr Hare.

"Perhaps even more exciting is the potential in areas now using foam packaging, where NorFlute can offer similar insulation, weight and strength characteristics with the added bonus of dynamic four colour images and graphics," he explains.

NCB says it has not reduced the thickness of the board further since people are a bit wary of the newness of F-flute. There is also some scepticism over whether its strength and rigidity can be maintained.

Generally cartonboard goes up to 1000 microns thickness. There is an overlap in certain markets. However, the inability to emboss microflute means that it cannot be used for some luxury packaging.

For further information K6-132 Call for details 0839 772268



## Flutings for Milk 'trays'

Cadbury's Milk Tray Chocolates have been relaunched in a corrugated fibreboard transit/display pack, supplied by SCA Packaging Ltd.

It comprises an E-flute tray plus a B-flute outer sleeve. At point of sale, the outer is simply removed revealing a view of the on-the-shelf display unit.

Both the tray and the outer are printed with striking graphics coordinated with those on the boxes of chocolates to provide instant brand identity and sales appeal.

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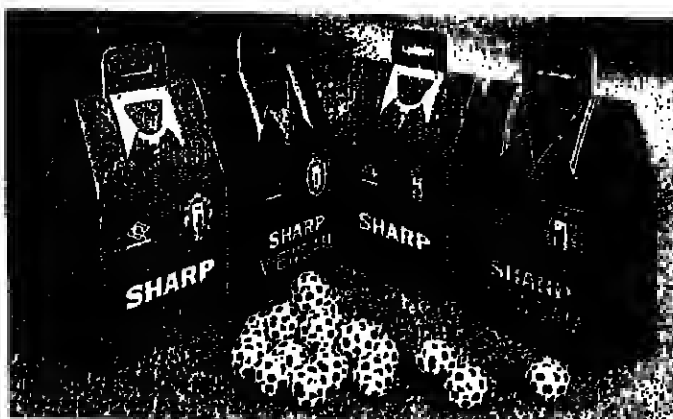
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## Oooh aaah Cartona

Promotional packs for anything from confectionery to hosiery are available in short runs with or without hanging slots from Trenton Box. One version of the pouch-shaped carton was produced for Manchester United, designed to hold 115g of chocolate in the form of full-covered toilet rolls. According to Trenton (Merston Road, St Neots, Huntingdon, Cambs PE18 2HF - tel: 0480 473883, fax: 408228), the benefits of in-store visibility can be extended to any sort of promotion. With a Euroslot, the retailer also has the choice of a hanging or free-standing display. Trenton says it can manage complete promotions.

For further information **K6 120** Call for details 0839 772268

## PACKAGING NEWS

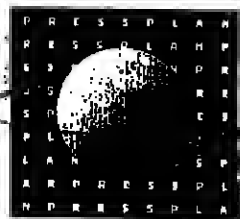
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## Tearstrip enables muesli reclosure

A tearstrip and resealable lip system is incorporated in cartons converted by Marchmont Packaging Ltd for Irish Cereals muesli.

The tearstrip, which also gives tamper evidence to the pack, allows for reclosure by splitting the boards and leaving clean edges, says Marchmont (Cloverhill Industrial Park, Clondalkin, Dublin 22, Irish Republic - tel: 010 353 1 457 0126, fax: 353 1 457 1975).

Six colours are used in printing the 500 micron hard

sized board. UV inks and varnish are used on a Heidelberg CD Speedmaster press.

Produced by German company Marbach, the tear system is supplied in the UK by Arden Dies (Shepley Lane Industrial Estate, Hawk Green, Marple, Stockport, Cheshire SK6 7JW - tel: 061-449 0421, fax: 061-449 0497).

New on the Irish market, the muesli is a premium product and Irish Cereals needed a quality pack to back up this product positioning.



Irish Cereals muesli: tearstrip and resealable lip system

ARDEN DIES:  
For further information **K6 123** Call for details 0839 772268

MARCHMONT PACKAGING:  
For further information **K6 124** Call for details 0839 772268



Bowater TamperView Carton with tamper evident and labels

## Colour protection for flaps

Colour indicator tamper evidence is available for the top and bottom flaps of cartons using the TamperView label system from Bowater company, Chapman Packaging Ltd.

Red indicator labels can be

integrated into carton flaps, says Chapman (The Embankment, Wellingborough, Northants, NN8 1LJ - tel: 0933 276911, fax: 440043).

For further information **K6 122** Call for details 0839 772268

## Improved surface coating

Improved surface coating is offered on Dualecote twin-sided recycled board from Robert Horne's carton division.

Suitable for litho, letterpress and screen printing, Dualecote can be machine or UV varnished, emulsion sealed, hot foil blocked or film laminated.

The improved board has high rigidity, good opacity and an average of 13g per square metre matt coating. According to Robert Horne (Huntsman House, Mansion Close, Moulton Park, Northants NN3 1LA - tel: 0604 495333, fax: 491909), the board is suited to applications where matching print quality is required on both sides of the board.

Recycled fibre makes up 75 per cent of the board.

For further information **K6 121** Call for details 0839 772268



## BRIEFLY

**TOTALLY CHLORINE FREE (TCF)** pulp is being used in the production of Avery's range of laser labels. Whiteness in the paper is achieved by the use of hydrogen peroxide, with no loss in print quality, says Avery (0628 38811).

**TWO EXTRACTION** systems have been fitted by J&J Meakin Converting, Rochdale to improve product quality on its laminating and cutting machines. The systems were supplied by SVC Bivac (0705 584281).

**COMPARATIVE RUB** performance in matt coated papers is the subject of a study from Pira International's technical investigations group. Benchmark standards were created to grade the 38 papers tested into three levels of ink rub. Performance continues to improve, but there was variation among recycled grades, says Pira (0372 376181).

**IGGESUND PAPERBOARD** has introduced its Paperboard Reference Manual for the use of packaging and graphic designers, printers and production staff. The manual completes Iggesund's Paperboard Anchor information guide, available from Mark Kirwan at the company (0808 640123).

**RED ROSE FC** (fully coated) has been launched by Stone Billerud Newton Kyme Ltd as a barrier-treated alternative to ps-coated boards. Attributes include good printability, says the company (0937 842081).

## CARRY IT OFF IN STYLE

Smith Anderson is a progressive British paper manufacturer at the leading edge of point of sale packaging, producing over 74 million paper and polythene bags every week. Based in Scotland with four production plants they supply retail multiples with high quality bags which complement their customer's corporate identity.

Low density polythene bags are made in a range of styles from pure polythene, giving a superb quality product with a high gloss finish and excellent printability. For companies with an environmental interest who wish to provide bags with a recycled content, they can do so by specifying Reprothene, Smith Anderson's co-extruded polythene film. Reprothene uses up to 70% waste which is sandwiched between layers of pure polythene, thereby retaining printability and hygienic qualities.

High density bags are available in many types, including bag-on-the-roll, blockhead or vest handle styles and provide retailers with an economical and versatile means of providing easier customer self selection at the point of sale.

## PAPER BAGS THAT STAND UP FOR THEMSELVES

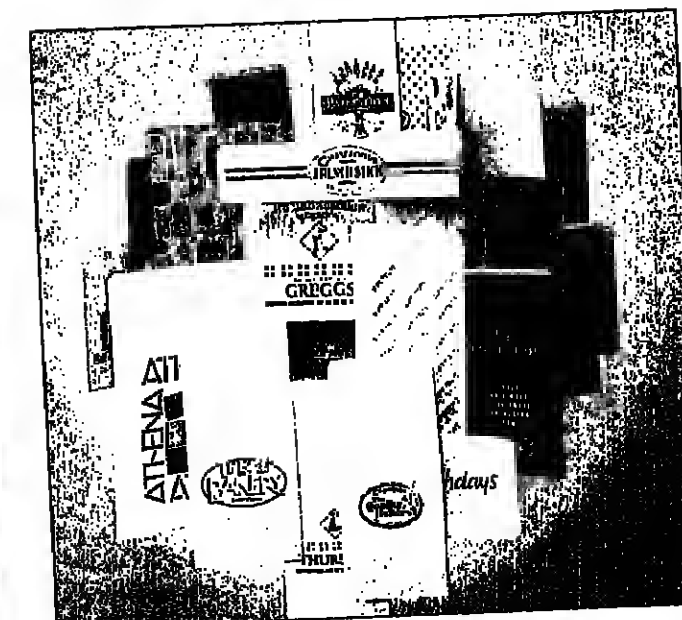


Self opening satchels, or SOS bags, are marketed under the 'Treesaver' brand name, manufactured from 100% post consumer waste. These bags are extremely popular in the fast food industry, where market leaders McDonalds and Burger King both use Smith Anderson products.

The durability of the bags and the quality of reprographics available ensures that both Smith Anderson and their customers stand out from the crowd. Here again, there has been significant recent investment, particularly in high quality printing equipment.

The company's continuing policy of investment in technology enables them to respond quickly to market trends. For example, the recent purchase of a £60,000 photo polymer plant and

£80,000 worth of computer aided graphics equipment in their Reprographics Department further improves Smith Anderson's customer service capabilities.



## A SWEET FUTURE IN STORE

British Sugar is one notable customer who convert Smith Anderson paper into bags. Smith Anderson supply 50% of all pharmaceutical bags and 25% of all bakery bags in the UK, whilst their Eagle envelopes subsidiary converts their paper into almost 1 billion envelopes a year.

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The Model 1000 Boxmaker: higher speeds and extended range

### Corrugated boxmaker is a speedy operator

An automatic corrugated box maker with extended range, higher speeds and quicker set, Model 1000 Boxmaker has been developed by Autobox Ltd, the UK corrugated box-

making systems manufacturer. Designed to supersede the Model 810A Boxmaker, it is 60 per cent faster and has a 20 per cent bigger range.

The all British Model 1000

can make boxes from 50mm cube up to any length, 1000mm wide and 1100mm deep.

There are around 20 styles built into the keypad computer mounted on the console, Peter Thomson of Autobox (Unit 16, Cherrycourt Way, Leighton Buzzard, Beds LU7 8PZ - tel: 0525 379359, fax: 0525 382353) tells CW.

Speeds of about 350 boxes an hour are possible and it takes 20 seconds to set up any size, style or grade with no tool or changeovers needed, adds Mr Thomson.

Various slotting blade widths to suit 0.045-0.08 inch grades of solid fibreboard, all single wall and up to heavy duty 440 AA flute corrugated are available. If an Autobox slitter crease is added, a single wall corrugated can usually be run two up, making 700 boxes an hour a possibility.

For further information, call 0839 772268 or circle number K6-614.

### Flexible converting line

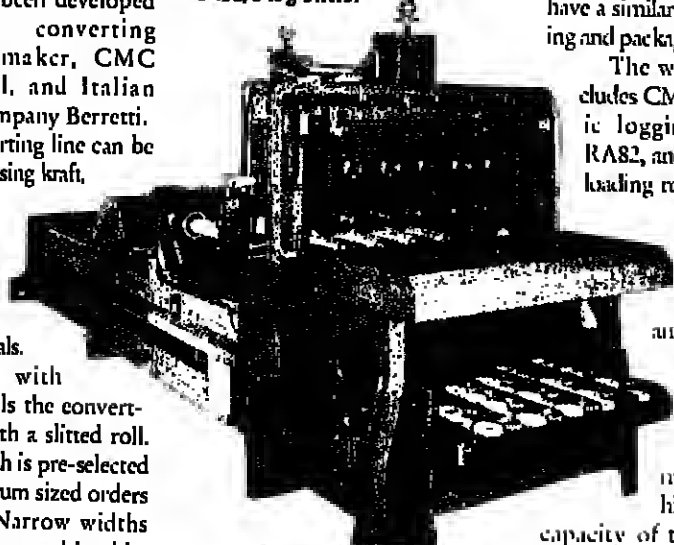
A fully automatic converting line comprising slitting, winding, cutting and rewinding facilities for tapes, which is integrated with a packaging line, has been developed by Italian converting machinery maker, CMC Cevenini srl, and Italian packaging company Berretti.

The converting line can be used for processing kraft, masking tape, fibre glass reinforced tape, pp, pvc, pe and similar adhesive materials.

Starting with jumbo materials the converting finishes with a slitted roll. As the slit width is pre-selected small and medium sized orders are possible. Narrow widths down to 3mm are achievable, Carlo Cevenini president of CMC (UK office, 13 Hayes Metro Centre, Springfield Road, Hayes, Middlesex UB4

OLE - tel: 081-813 6243, fax: 081-813 6244) tells CW. Leonard Cohen, president of Canadian Technical Tape,

SA92/5 log splitter



one of only three companies worldwide to have installed the complete line, tells *Converting World*: "It's the degree of flexi-

bility of widths that some of the other equipment doesn't have that was the major reason for installing the line."

Currently, only the Japanese have a similar integrated converting and packaging line.

The winding section includes CMC's latest automatic logging machine, the RA82, and an unloading and loading robot and automatic core hopper. Cutting operations are completed by the fully automatic log splitter SA92/5, which can cut at speeds of 5000 rolls an hour. This makes use of the high log production capacity of the RA82, which converts the same logs into cut rolls to be conveyed non-stop onto the packaging line.

For further information, call 0839 772268 or circle number K6-617.



An OMV sheet extrusion line has been installed at manufacturer of food and dairy packaging, Penlea Plastics allowing the company to extrude its own sheet for the first time.

Purchased as part of an expansion drive, Penlea is now considering further investment in OMV plant to satisfy demand for its bespoke polypropylene products. "We believe OMV's turnkey packages, with extruder, thermoformer and all the associated equipment, offers exactly the production capability we

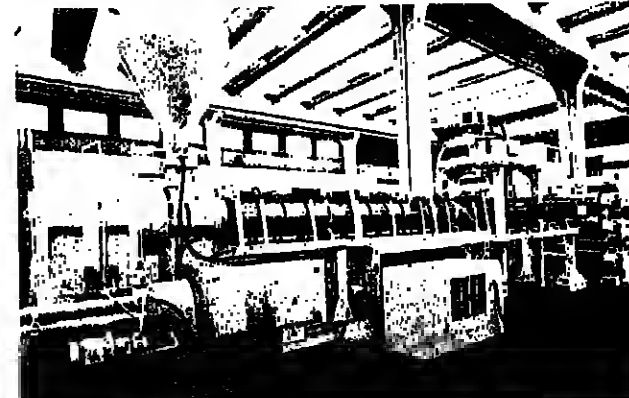
### Sheet extruding capability

need," says md Harry Reed.

Penlea's first OMV machine, the D100 extruder guarantees maximum uniformity of sheet quality and thickness, says UK agents Engelmann and Buckham Machinery (Buckham House, Lenten Street, Alton, Hants GU34 1HH - tel: 0420 82421, fax: 89193). The line can handle both polystyrene and polypropylene.

The quality of sheet is said to be guaranteed by the LD ratio of 35 to 1 which allows the material to dwell longer in the extruder. A special screw design is also said to allow for better mixing in the barrel.

Barrels are electronically heated and water cooled, temperature regulation of the zones being controlled by the thermocouples located in the centre



D100 extruder: maximum uniformity of sheet quality and thickness

of each zone. A static mixer also ensures a continuous and homogeneous flow between the extruder and flat die.

The dies themselves allow for a micrometric fine adjustment of sheet thickness from 0.25 to 2.2mm.

For further information, call 0839 772268 or circle number K6-616.

### Low temperature hot melt adhesive

A low application temperature hot melt adhesive - called Cool-Melt - is now available to converters and packers from National Starch & Chemical.

Cool-Melt has already been supplied commercially to key users in the industry who have verified the benefits obtained for case and carton sealing, tray forming and pack forming as well as sealing operations.

"We see prime benefits in much improved stability and lack of degradation," says Julie Birch, European Technical Coordination, Packaging at National (Galvin Road, Slough, Berks SL1 4DF - tel: 0753 533494, fax: 539338).

Key benefits gained from the low temperature range between 100 and 140deg C, are said to be reduced energy costs, a safer application envi-

ronment, reduced downtime and reduced maintenance costs.

Appreciable savings can be achieved through the use of Cool-Melt, says the company, especially in maintenance and energy costs. It is said to dramatically reduce the cleaning requirements often associated with nozzle blockage.

For further information, call 0839 772268 or circle number K6-616.

### Members of council elected

Picon, which represents 180 companies supplying the printing, publishing, pulp and papermaking and converting industries, has re-elected Alison Bye of Amicus Systems, Martin Olive of Charles Openshaw & Sons and Mar-

tin Rickards of Komori UK to its council.

Five other people were elected to the council during the AGM, with Martin Olive the current chairman and president of Ipep 98, and Martin Waters of Reiss Engineering as the chairman of Picon's pulp, paper and converting divisional executive.

Further information about Picon activities is available from Queens House, 55 Lincoln's Inn Fields, London WC2A 3LJ - tel: 071-831 3303, fax: 071-831 6029.

For further information, call 0839 772268 or circle number K6-615.

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PACKAGING NEWS/JUNE 1994

### Extremely automated

Waddingtons Cartons is to invest £5 million in a six colour press plus coating unit believed by Mitsubishi UK to be the most automated in the world, as well as a cut and crease machine.

The press has been designed to Waddingtons' specification to give reduced make-ready times for faster changeover, and follows months of cooperation to refine the dedicated carton printer to incorporate a range of extra features.

### NEW for 1994 from JENTON INTERNATIONAL

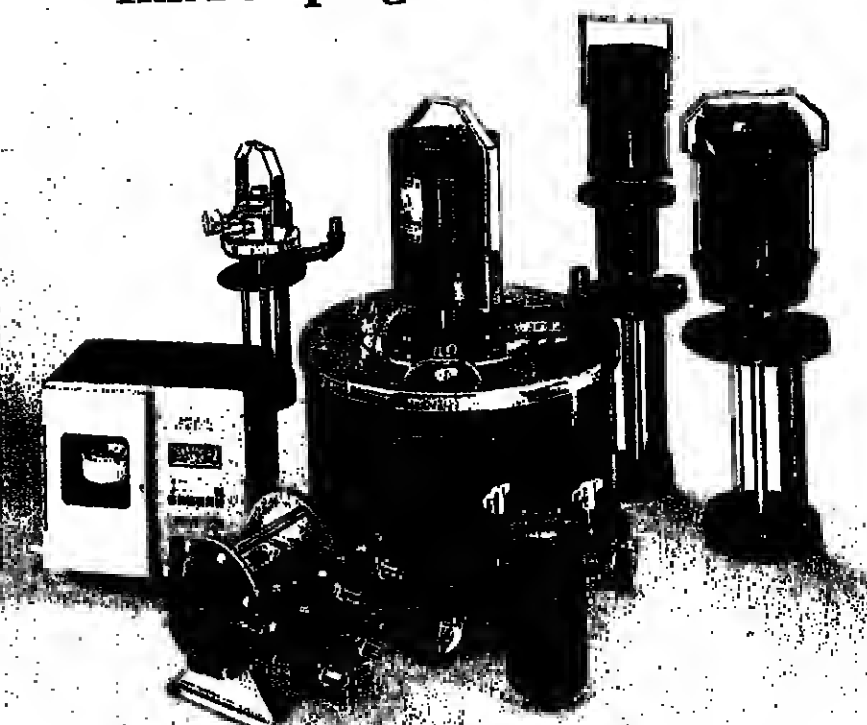
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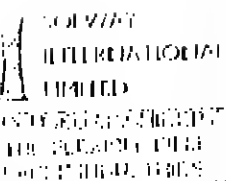
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FLEXO & KRECKE 120F, 4 COL, 1600  
MM, 1070  
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ROBOT LOADING, 1800  
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WEB, 1070

**GRAYMILLS**  
CARRARO, 4 COL IN 4 COL FRAME, 1270  
MM, 1977  
CARRARO & 130, 52" (1320 MM),  
REVERSE PRINT, 1978  
CMF SUPER FLEX, 8 COL, 50" (1270 MM),  
REVERSE PRINT, 1978  
FLEXO TECHNICA, 8 COL, 1050 MM, 1982  
1 MTR UNWIND  
MAF 400L, 800 MM, 800 MM UNWIND, 1972  
LEADIFFLEX, 2 COL IN LINE, 1978 MM,  
1980 (SHOWROOM MACHINE)  
FLEXO TECHNICA, 8 COL, 114 COL FRAME  
PRESS SECTION, 1000 MM PRINT  
WALVERNE, 3 COL, 812 MM, 1200 MM  
UNWIND & REWIND  
OWAT DERTHONA, 4 COL, 1850 MM WEB  
1250 MM DIA UNWIND, 1985  
LITCO IN LINE, 4 COL, 1350 MM WEB,  
1980  
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BARDAH EXTRUSION COATING LINE  
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1200 MM, ORCA 1977  
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**BRIEFLY**  
QUARTZ, the cellulosic uv-lacquer developed and produced by UK firm, Mirage Inks, has obtained American FDA accreditation for use in the printing of packaging for dry and aqueous food products.

**PERKIN-ELMER LTD** has introduced an addition to its range of ICP-OES spectrometers - the Optima 3000 XL, featuring an axial-view plasma for enhanced overall performance with lower detection limits and improved sample throughput (tel: 0494 679026).

**A SURVEY** of over 2000 German injection blow moulders shows that the industry consumed 1.4 million tonnes of polymer materials in 1993. Despite this, the German market is suffering the most in Europe, according to the report published by Applied Market Information Ltd (tel: 0272 248442).

**NATIONAL STARCH & Chemical** has launched an extension to the Kottim range of high performance surface eluting starches for specialty and coated grades - Kottim 260 and Kottim 280 (tel: 061-236 9880).

**VIKING PACKAGING LTD** has invested around £70,000 in a Du Pont Cyrol 1001F platemaking system. Viking says it allows them to increase plate production by 12 per cent, to produce plates quicker and adhere to incoming environmental legislation.



## Starch attractions

Over 400 companies will be exhibiting at the first event exclusively dedicated to the needs of the world's corrugated board and boxmaking industries - Corrugated '94.

At Paris Nord Villepinte from 20 to 25 June exhibitors from 27 countries will show products and technology for corrugated board manufacture and converting.

Minocar and Coromat 2000, part of Ceresar's range of starch and starch derivative products for the corrugated industry, will be exhibited at the show.

Coromat 2000 is designed to prepare corrugating adhesives using the Minocar process. The equipment is contained in a 2.4 x 2.9 x 3.3 metre construction. Minocar enhances corrugated board production speeds, glue consumption, waste reduction, bonding and over resistance, according to Ceresar (Trafford Park Road, Trafford Park, Manchester M17 1PA - tel: 061-872 5959, fax: 848 9034).

By controlling starch throughout the preparation of the adhesive and during all dosages of the ingredients, the process ensures that the finished adhesive is produced



Minocar and Coromat 2000 from the Ceresar range

consistently to the required viscosity and solidity. It can also cope with the introduction of waste waters into the system.

Hall: 1, Stand: 1411  
For further information KG 609 Call for details 0839 772288

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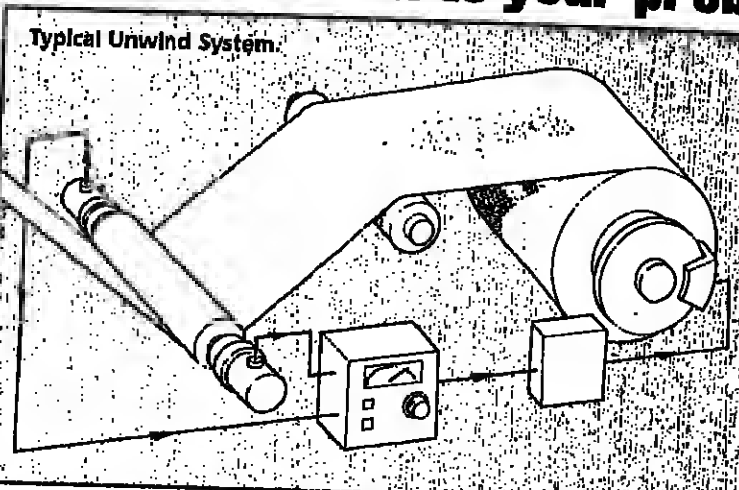
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## Carton design and production system creates all elements

An integrated design and production system for the packaging industry is being demonstrated by Barco Graphics Ltd, for its application on cartons.

The DigiPack system provides the total layout of a carton, creating all its elements in a single step operation to place ready film without any manual operations such as mounting, stripping or contacting. It does not merge text with the images, nor does it integrate images with the text.

DigiPack integrates a geometric CAD subsystem for the design of the geometric shape

of the package. Traditional delays imposed by the separation of the geometric and the graphic processes are eliminated, claims Barco and there is no need to wait for the completed die or plot of it before starting the graphic part of the job.

"Special ink sets used"

Barco (50 Suttons Park Avenue, Reading Berks RG6 1AZ - tel: 0734 664611, fax: 665070) will also be displaying Ink Switch, a product designed to overcome

the problems in high volume printing of certain colour ranges, where special inks sets have to be used instead of standard CMYK ink processes.

Monet Screens, the company's stochastic screening technology is also being shown. It enables new application of moiré free screening technology in flexo. This screening system has a wide variation of mesh dot sizes for each exposed resolution and one can use a fairly large dot without having to move to a low resolution.

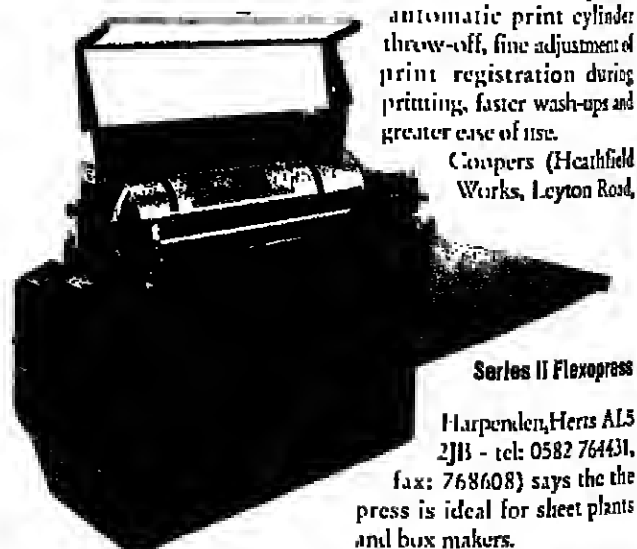
Hall: 2 Stand: 2428  
For further information KG 608 Call for details 0839 772288

## Flexo printer offers low cost short runs

A Series II Flexopress, a sheet-fed flexo printing press from The Cooper Printing

on show. Additional features on this model include electronic sheet detection coupled to automatic print cylinder throw-off, fine adjustment of print registration during printing, faster wash-ups and greater ease of use.

Coopers (Heathfield Works, Leyton Road,



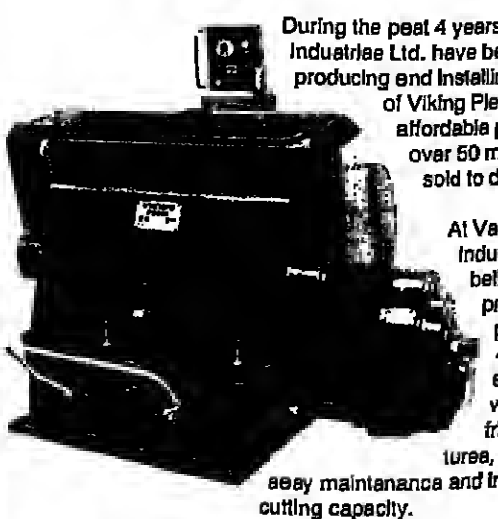
Series II Flexopress

Harpenden, Herts AL5 2JB - tel: 0582 76431, fax: 768608) says the press is ideal for sheet plants and box makers.

Equipment Company Ltd, which offers short runs at low prices, will be

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## Tear tape adheres better



Supacut tear tape systems: transt to self-ready display trays

A Rippatape self-adhesive tear tape for the easy opening of cartons and corrugated containers will be on show from Supacut International, a division of P P Payne Ltd.

It features an aqueous adhesive developed to give better tape adhesion and to reduce environmental impact during manufacture.

A further specification gives improved tear through when used in conjunction with

## For fast re-sizing of all standard designs

AG/CAD Ltd will be launching the AG/Kasemake corrugated case design and sample making system, which with FEFCO library allows the fast re-sizing of any standard design.

Structural designs are passed to AG/Graphic Tool

Box where artwork is applied, colour proofs output and separations generated.

AG/Kasemake can exchange geometry files with other packaging designs systems via the industry standard CF2 file exchange format, says AG/CAD (3 Asher Court,

Lyncastle Way, Barley Castle Trading Estate, Appleton, Warrington, Cheshire WA4 4ST - tel: 0952 211222, fax: 211010).

Running on IBM compatible computers, it contains routines to create layouts quickly and easily. The geometry is optimised for fast cutting and creasing. Stripping rules and rotary designs are also catered for. Samples can be cut and creased on the KN Sample Table.

Hall: 2, Stand: 2311  
For further information KG 611 Call for details 0839 772288

high grammage boards. The Rippatape sheet fed applicator system to apply lengths of tape to carton blanks while still in sheet form will also be exhibited, as will Supacut tear tape systems used for converting outers into merchandising trays.

Rigitape, a selective reinforcement tape for corrugated cartons to reinforce carrying handles on multipack collations will also be shown by P P Payne (Giltway, Giltbrook, Nottingham NG16 2GT - tel: 0602 384800, fax: 384851).

Hall: 2, Stand: 2210  
For further information KG 610 Call for details 0839 772288

## Rinse disposal

Hot cylinder technique, from German Pafa GmbH, will be demonstrated. The system will dispose of any flexo rinsing water and starch rinse.

Pafa's UK agent is Engelmann and Buckham Machinery Ltd, Buckham House, Lenton Street, Alton, Hampshire GU34 1HH - tel: 0420 82421, fax: 89193.

Hall: 3, Stand: 3420  
For further information KG 612 Call for details 0839 772288

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Call on 0839 772288 or circle number KG-679

## Extracting waste from corrugated production

An extraction and handling system for waste from corrugated production will be shown by Danish Moldow A/S. It incorporates a filter which is based on a double width SJ filter with a jet conveyor in the base to handle any volume of waste created by board production.

The system can be combined with a waste separator and the company ensures positive removal of all waste from any type of production machine and the positive separation of all waste and dust from pneumatic conveying systems using the combined filter separator, according to Moldow (Lejrevej 25, DK-3500

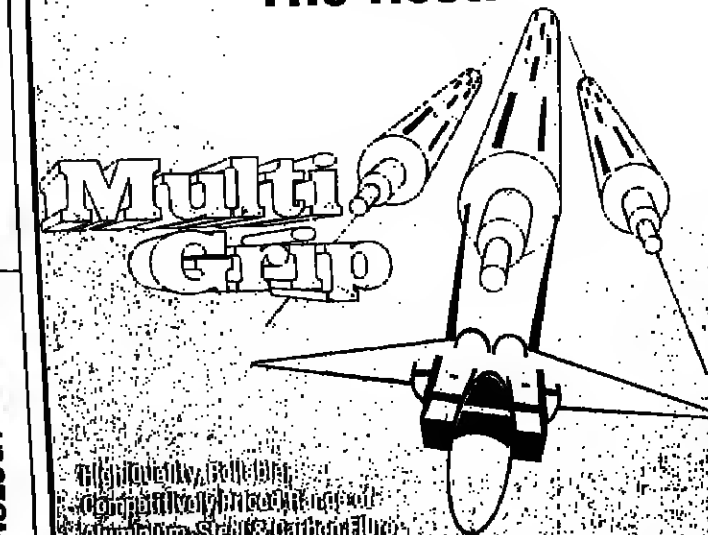
Vaerlose, Denmark - tel: 010 45 44 47 55 66, fax: 45 44 47 29 00).

"Ensures there is no pressure on the unit"

Fans incorporated in all Moldow systems will be shown, with the Moldow RP rotary air seal, which meters the waste from the filter/separator to the baler or compactor and ensures there is no pressurisation of the unit.

Hall: 2, Stand: 2321  
For further information KG 609 Call for details 0839 772288

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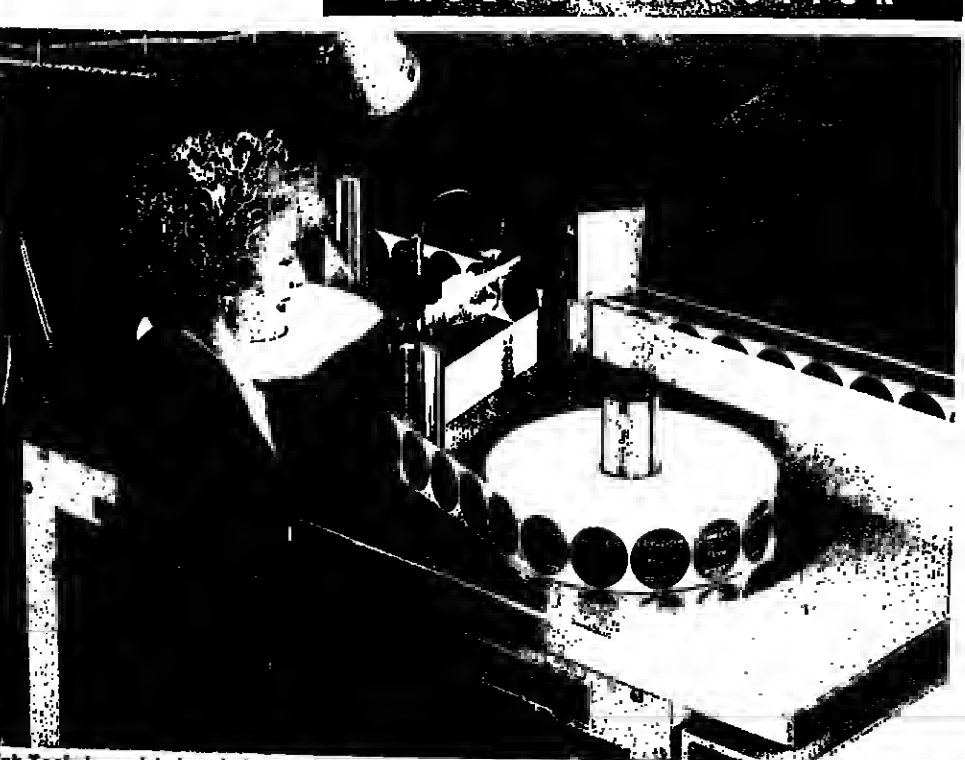
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**CONVERTING**  
**52**

**LABEL PRODUCTION**



**Counting and inspecting**

Web Techniques label rewriter for counting and quality control, introduced by Sussex & Berkshire

An automatic counting system and strobe for print quality assessment is incorporated in a horizontal roll label rewriter introduced on the UK market by Sussex & Berkshire Machinery.

Made in the USA by Web Techniques, the WT-25LCI system is said to provide an economic alternative to conventional upright slitter-rewinders and can be set either to rewind a precise number of labels, ensuring no

over or under supply, or give a reel total.

Counting is via a photo-electric scanner while a synchronised strobe light, which flashes as each label passes, freeze the image, allows operators to assess print quality.

**Good practice**

"In this way, quality control routines and a precise label count can be provided, particularly to pharmaceutical companies who need to carry out reconciliation of label numbers to meet good manufacturing practice (GMP) demands in medicines manufacture," says B & B (Blacknest, Alton, Hants GU34 4PX - tel: 0420 21669, fax: 0420 22687).

Further quality control equipment can be fitted to the WT-25LCI, including barcode verifiers, OCR readers, overprint and unremoved mark detectors.

For further information K6 601 0839 772268

**Developments in ultraviolet curing for flexo and to control heat generation, are particularly apparent in label production and print.**

**Print cassettes are built for uv flexo**

Ink feed from the top, via gravity, allows the Ultra Print printing cassette developed by Flexo Accessories for its Prophet range of narrow web flexopresses to handle uv flexo inks approaching the viscosity of letterpress inks.

As a result, ink viscosity can be matched to the job or substrate, taking full advantage of uv flexo, says UK agent Oscar Friedheim.

Print stations are supplied with two cassettes, each containing an ink fountain, dual doctor blades and a lightweight anilox roll.

The cassettes can be exchanged in less than three minutes, in order to allow all pre-inking and wash-up to be carried out off press, according to Oscar Friedheim (250 Waterloo Road, London SE1 8RE - tel: 071-928 1363, fax: 071-928 9361).

For further information K6 602 0839 772268

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**CONVERTING**  
**53**

**LABEL PRODUCTION**

## Slimline uv lamp range

print units of existing letterpress and flexo label presses.

Air cooled, the lamps range in power from 80 to 160W/em as standard, although higher powered versions are available for special applications. Standard controls cut the uv power to 50 per cent when the press is stopped and close the shutters, although a stepless power control can be provided to link uv output to press running speed.

"This feature is particularly useful when the press is run at a slow speed or when temperature sensitive substrates are used," points out the company (Unit 12, The Business Centre, Colne Way, Watford, Herts WD2 4ND - tel: 0923 211366, fax: 0923 228610).

Lamp housings themselves incorporate reflectors produced from heavy duty aluminium extrusions, which are polished and then subjected to an anodising process that ensures the reflective surfaces maintain their optical properties.

For further information K6 615 0839 772268

**Extra stiffness in pp labelstock**

Pressure sensitive polypropylene labelling films with added stiffness for running on high speed applicators in the cosmetics and toiletries market have been introduced by Fasson.

Part of the FastRoll range, the films come in a choice of matt and gloss, transparent or white and silver face materials, with corona-treated and print receptive coatings. All commonly used print processes can be employed and the film will accept variable data such as batch numbers and bar codes overprinted by thermal transfer, says Fasson (Eastman Way, Hemel Hempstead, Herts HP2 7HE - tel: 0442 60211, fax: 0442 254453).

Face materials are chloride and plasticiser free while a solvent free acrylic permanent adhesive is used.

For further information K6 609 0839 772268

**Short run cylinder**

Customer trials with W R Chesnut Engineering's plastics print cylinder are now virtually complete and the system - said to combine the quality of gravure with the low cost of flexo - is to go into production.

The cylinder can be engraved in house for added security and cost savings, and is aimed at short runs, particularly where minor copy changes are required, says Chesnut Engineering (18 White Lodge Park, Portsmouth, Bristol BS20 9HH - tel: 0275 817240, fax: 0275 847736).

No chemicals are required to image the cylinder.

Chesnut Engineering has also recently launched two label presses, the Series 300, available in widths up to 800mm for short to medium run work, and the Model 150S, a 460mm version of the established Series 150 machine.

Both presses feature interchangeable print cartridges. Swing out cartridges allow make-ready to be carried out on non-printing units, at the print station, while the press is running.

For further information K6 605 0839 772268

**Power and heat control**

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This, says the company, allows the use of high power lamps - up to 600W/in - able to handle a wide variation of ink film weights at optimum press speed. In particular, this applies to combination presses running different processes such as letterpress, screen, and flexo in a single pass, points out G.E.W. (45 Deerings Road, Reigate, Surrey RH12 0PW - tel: 0737 247028, fax: 0737 247669).

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Packaging News, Box No. 888, Maclean Hunter House, Chalk Lane, Cockfosters Road, Barnet, EN4 8BU

## AUCTIONS

By Order of L. Harnan Esq. of Hacker Young & Partners  
and O. Pallen Esq. of Ernst Young  
Joint Liquidators of Constellar I. P. Limited - In Liquidation  
**SALE BY TENDER**  
as a Whole or in Lots

MODERN HIGH QUALITY  
COSMETICS PACKAGING PLANT  
including:-

- AHLBORN 900g S/S Mixing Vessel c/w Homogeniser & Stirrer
- WINKWORTH 1800g S/S Mixing Vessel c/w Stirrer
- SURMET 3000g S/S Mixing Vessel, TRIANCO L.P.H.W. Boiler
- 100kg S/S Mixing Vessel c/w GREAVES PCD Stirrer
- SURMET 2000 S/S Vessel, SOTALCO S/L 100kg Plastic Containers
- CO.MADIS 11-Station 9-Head Rotary Auto Tube Filler
- IKW 'CARTOPAC' KKI J Carton Packer, SERPAC L/15 Carton Sealers
- KING 'LUFK' 3-Head Bottle Filler c/w SYMAC Controls (1990)
- KING 'BCL' 30 Can Tumbler (1990), KING 'LH' Auto Labeller (1990)
- CUPPRINT 'ESPRIT' Computer Controlled Batch Code Printer
- EDL 24BSST Shrink Wrap Tunnel c/w 600/2000 Heat Sealer
- NUR-BE-STILLSTAND 20-Station Single Head Rotary Tube Filler
- MONO S/S Pumps, OERTLING & GEC AVERY Electronic Balances
- LANSING BAGNALL 4500lbs Rider Electric Reach Truck
- GERMI 1500 Turbo Laser Seam Cleaner
- DRAPER Horizontal Bandsaw, HYDROVANE 15 Rotary Air Compressor
- Orum Heaters, Boltless Pallet Racking, LANSING Forklift Trucks
- AMIGA P.C. MEMOREX Star 2 Laser Printer, Office Furniture
- Stock of Soap, Creams and Lotions, Tubes, Caps and Bottles
- Chemicals, Perfumes, Bulk Product and Export Packaging

ON VIEW MONDAY 20th JUNE 1994

FROM 9.30am UNTIL 4.30pm

at

CONSTELLAR I. P. LIMITED - IN LIQUIDATION

FACTORY NO. 4, PARK IRON WORKS

KINGSLEY, HAMPSHIRE, GU25 9LX

TENDERS DUE FRIDAY 24th June 1994

Particulars &amp; Forms of Tender from the Agents

WYLES HARDY &amp; CO

Ley Hill Road, Bovingdon, Hemel Hempstead, Herts HP3 0NW

Tel: 0442 832234 Fax: 0442 834342

Classified  
081 242 3156

## Auction

In the Instructions of A. J. Katz Esq and K. R. Murray Esq  
Arthur Anderson & Co., Joint Administrators/Receivers of  
International Food Machinery PLC, 111 Food Machinery Limited  
SAFE BY AUCTION

**FISH, MEAT & GENERAL PROCESSING  
MACHINERY, PACKAGING, LABELLING  
MACHINERY, REFRIGERATION EPT.  
WORKSHOP & OFFICE EPT.**

Packaging and labelling machinery incl. Mecapac 3000 & Dilepak  
DP-50 vacuum packers (3), Various twin and single chamber vacuum  
sealers (8), various vacuum pumps (6), Dabco, Dyno & Econoalag  
tunnels (4), Tescan vacuum sealer/printer, Europack shrink wrap  
tunnels (4), Gorn and Snyders box banders (3), Deland 200,  
Herbert Lion & Alpha box labellers (4).

Workshop equipment incl. Colchester Triumph 2001 centre lathe,  
Edwards Model 614 manual bus and pan folder, Crosses hydraulic  
100' hydraulic press brake, Progress, Ajax & Melldings pillar drill  
151, Mures transim 510 mlg welder, BOC transim 31g welder, HBC  
anicut 80 plasma cutter, Uni double ended pedestal grinders (2),  
Kaiser HDS & AGA pressure washers (3), Matco EBC air  
compressor, still saw, oxyacetylene welding sets (4).

Good quality office furniture and equipment incl. Compaq Profile  
4/25 486, 386 & 486 PS2 286 personal computers, IBM 4029 &  
Brother HLX & HL4 laser printers, Fujitsu & Epson printers (4),  
Brother, Harris & Canon facsimile transmitters (5), Canon N1010  
photocopier, firewood and black ash office stoves, modern single and  
twin pedestal desks, filing cabinets and cupboards, executive and typist  
swivel chairs etc.

Motor vehicles and Forklift trucks incl. Mercedes 207D van 'E' reg.  
Mercedes 251 1600 truck 'E' reg. Toyota model UFD diesel  
13,000lb capacity, Toyota model FD25 diesel 2,500 kg capacity Lancia  
Bagnell electric pilot truck, also Roper 12 HP lawn tractor.  
On View Tuesday 21 June 1994 9.30am to 4.30pm.  
On 22 and 23 June 1994 at 10.00am.

At International Food Machinery PLC,

Grimsby Road, Lacey, Smith Timberlands DN37 7DN.

Weatherall  
Green & Smith  
29 King Street Leeds LS1 3JP  
0532-442066  
Fax 0532-457415

## Appointments

# Motivated, Energetic, Experienced Print Sales Professionals

## Paper Packaging Based Peterborough

### Carton Construction Designer

Field Packaging - Bradford, a leading supplier of  
high quality packaging to major UK consumer  
goods manufacturers, with an even  
increasing commitment to improving the quality of its product  
and customer service, has a new opportunity for an outstanding  
young professional.

Responsible to the Sales Promotion Manager, primarily for the  
creation of novel but practical carton constructions, you will join  
a well established but continually developing department.

Ideally aged 23-30, with a minimum of 5 years' experience in the  
design of folding cartons, you must be able to demonstrate the  
character and drive to progress new ideas to fulfil the marketing  
expectations of our customers.

CAD experience is essential, with an involvement in rigid box  
and composite containers an advantage, although not imperative.

Excellent terms and conditions of employment and career  
prospects are offered in exchange for your expertise.

To apply, please telephone for an application form to: the  
Personnel Department, Field Packaging - Bradford, Hollingwood  
Lane, Lidget Green, Bradford BD7 2RQ. Tel: (0274) 573501.

FIELD PACKAGING



### PACKAGING MACHINERY SALES EXECUTIVES

Due to expansion Goddard & Harvey Limited  
require 2 additional professional Sales  
Executives experienced in selling 'high tech/  
high quality packaging machinery.

Experience in selling packaging machinery to a  
range of industries including: Confectionery,  
Food & Beverage will be a distinct advantage.  
Candidates must have an engineering  
background, a proven track record in Sales of  
Capital Equipment and the ability to negotiate at  
all levels.

A company car will be provided together with  
salary and usual benefits commensurate with  
the positions advertised.

Applications should in the first instance send  
their CV to:

The Sales Manager, Goddard & Harvey Limited,  
Blacknest, Alton, Hants. GU34 4PX.

### Richardson Court

GENERAL PACKAGING REPRESENTATIVE -  
London and Home Counties, selling a wide portfolio of  
flexible products to: £18k.

CORRUGATED SALES - Various positions covering  
Northern Home Counties, Midlands, East Anglia. To:  
£22½k.

CARTON SALES - We have a number of clients who  
are currently seeking experienced Carton Salesmen  
throughout the UK. To: 35k.

LABEL SALES - Senior Accounts role covering the  
Southern UK selling to Blue Chip companies. To:  
£25k

SHIFT MANAGERS - For a major corrugated compa-  
ny, Midlands based. Relocated assistance available if  
required. To: £35k.

FOR FURTHER DETAILS ON ABOVE VACANCIES  
PLEASE CONTACT MICHAEL STAMP OR JULIAN  
RICHARDSON. WE WOULD ALSO WELCOME CV'S  
FROM ALL PROFESSIONALS WITHIN THE PACK-  
AGING INDUSTRY, BOTH SALES AND PRODUC-  
TION STAFF.

47b LONDON ROAD, SEVENOAKS, KENT, TN13  
1AR. TEL: 0732 743777. FAX: 0732 741720

### DEVELOPMENT TECHNOLOGIST

J & J Makin are a world class company who make foil and  
film laminates for the top end of the folding carton market.

Due to internal promotion and the Company's drive to  
enter new markets a new position of Development  
Technologist is required.

The ideal candidate will have a minimum of 3 years  
experience in the carton industry, have a degree level  
qualification in a science based subject and be able to  
adopt a systematic hands-on approach to projects.

The position ideally suits someone who has entered the  
industry as a technician and feels ready to make the next  
move into handling projects. In return the company offers  
an attractive salary plus other benefits associated with a  
quality company. The position offers a unique opportunity  
to interface with existing customers, new customers and  
work closely within a highly motivated team culture.

If you are interested in the above position please contact,  
with full C.V.:

Mrs. Linda Calvert  
Technical Manager  
J & J Makin Converting  
Norwich Street  
Rochdale  
Lancs. OL11 1LF

## Appointments

### EUROPEAN PACKAGING HOLDING BV EXPERIENCED SALES EXECUTIVE FLEXIBLE PACKAGING

The European Packaging Holding, owner of 8 packaging manufacturing companies based in Holland and  
Germany, has successfully expanded its sales in the U.K. market in recent years and now seeks to  
further strengthen its position here by the appointment of an additional senior sales executive to its U.K.  
sales operation.

Our flexible packaging companies have a strong reputation for high quality and innovative solutions to  
packaging problems. Considerable potential exists for growth in flexible packaging markets through a  
range of product features that offer good differentiation from competitor's products.

This is a senior position and will appeal to those who have already proven, through a successful track  
record, that they are able to sell new pack concepts to major U.K. companies. The successful candidate  
will need to demonstrate the ability to handle such projects of the development, commercial and  
marketing interface of prospective customers.

We offer a competitive salary and benefits package together with a pension scheme and quality company  
car.

You may forward a full C.V. in absolute confidence to:

Mr. John Bullock, European Packaging Holding B.V.  
Harlingertrekweg 45, P.O. Box 386  
8901BD LEEUWARDEN, THE NETHERLANDS.

### Agents Wanted

#### SALES AGENTS

Sales Agents required to  
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Type of services offered:

- Shrink/wrapping
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- Hand collating
- Garment packing etc.

Please apply to:

Packaging News, Box No. 2230,  
Maclean Hunter House,  
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Barnet, Herts. EN4 8BU.

#### SALES AGENTS For Multi Wall Paper & Plastic Sacks.

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necessary, with self initiative  
to develop the business for an  
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competitive company.

Reply to:

Packaging News, Box No. 2231,  
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Chalk Lane, Cockfosters Road,  
Barnet, Herts. EN4 8BU

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